DOCUMENT RESUME

ED 392 540 PS 024 029

AUTHOR	Foley, Christina A.
TITLE	The Big Red How-To Guide: Planning a Health Fair for Children and Families.
INSTITUTION	National Health Education Consortium, Washington, DC.
SPONS AGENCY	Metropolitan Life Foundation.; Prudential Foundation, Newark, N.J.
REPORT NO	ISBN-0-937846-35X
PUB DATE	95
NOTE	87p.
AVAILABLE FROM	National Health and Education Consortium, Institute for Educational Leadership, 1001 Connecticut Avenue, N.W., Suite 310, Washington, DC 20036 ($15).
PUB TYPE	Guides - Non-Classroom Use (055)
EDRS PRICE	MF01 Plus Postage. PC Not Available from EDRS.
DESCRIPTORS	*Child Health; Community Involvement; Community Organizations; Community Resources; Community Services; Evaluation; *Exhibits; *Family Health; Financial Support; Health Activities; *Health Education; Health Programs; *Health Promotion; Outreach Programs; Planning; Publicity; Public Relations; Social Services; Volunteers
IDENTIFIERS	*Health Fairs; National Health Education Consortium

ABSTRACT

Community health fairs usually focus on adult health issues and seldom on child and family health or the link between health and education. This guide's purpose is to assist communities in developing child and family-focused health fairs. The guide is divided into two major sections: pre-planning and planning. The pre-planning section covers steps that must be taken before planning a community health fair, covering aspects such as community assessment, community task force, target audience, mission statement, and timeline. The planning section includes a discussion of: (1) financing; (2) logistics, such as exhibitors, participants, fair location, and volunteers; (3) promotion, including advertising via newspaper, radio public service announcements, and community calendars; and (4) evaluation, including a sample evaluation form. A summary of a health fair project sponsored by the Eastern Shore Rural Health System (Onancock, Virginia) is provided as an example. The guide concludes with an overview of the National Health and Education Consortium's (NHEC) history and current goals. (BGC)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

ED 392 540

PS 024029

National Health & Education Consortium
INSTITUTE FOR EDUCATIONAL LEADERSHIP

The Big Red How-To Guide:

Planning a Health Fair for Children & Families

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)
☐ This document has been reproduced as received from the person or organization originating it.
X Minor changes have been made to improve reproduction quality.
• Points of view or opinions stated in this document do not necessarily represent official OERI position or policy.

This Guide was made possible by a generous grant from
Metropolitan Life Foundation

"PERMISSION TO REPRODUCE THIS MATERIAL IN OTHER THAN PAPER COPY HAS BEEN GRANTED BY
C.A. Foley
TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

BEST COPY AVAILABLE

National Health &
Education Consortium
INSTITUTE FOR EDUCATIONAL LEADERSHIP

The Big Red How-To Guide:

Planning a Health Fair for Children & Families

This Guide was made possible by a generous grant from

Metropolitan Life Foundation

Acknowledgments

The National Health & Education Consortium would like to thank the advisory committee for sharing their time and expertise during the development of this guide: Kathy McNamara, National Association of Community Health Centers; Judith Ressallat, National Association of School Nurses; Sabrina Barnes, Inglewood Recreation & Community Services Department; Nancy Rawding, National Association of County & City Health Officials; Maryellen Osborn, Fairfax County Extension Services; Aldrenna Williams, Chartered Health Plan; Madeline Greene, Howard County Extension Services; Ellie Runion, Children's National Medical Center; William Scarillo, Association for the Care for Children's Health; Margaret Copeman, Healthy Start / DC; Esther Stevens, Ballston Sport and Health; Tom Joseph, National Association of Counties.

We would also like to thank the many reviewers who provided important insight to the guide: Mary McCall, Association of State and Territorial Health Officials; Deborah Haber, Education Development Center; Jacqueline Ellis, Consultant; Linda Goodson, Center for Community Health Resource Development at the University of Alabama at Birmingham.

Special appreciation goes to Gloria Masri, Coordinator, Broward County Cooperative Extension Service and Nancy Stern, Coordinator, Eastern Shore Rural Health Systems for contributing examples of community health fairs.

A special thanks also goes to Lorraine Coffey for her time and effort in editing the guide.

NHEC would like to thank the Metropolitan Life Foundation for its generous financial support of *The Big Red How-To Guide: Planning a Health Fair for Children and Families*.

NHEC also wishes to acknowledge the Prudential Foundation for its ongoing support of the work of the National Health & Education Consortium.

This document does not necessarily reflect the viewpoints or positions of the Consortium's members.

©Copyright 1995 by the National Health & Education Consortium. All materials subject to this copyright may be photocopied for the noncommercial purpose of scientific or educational advancement.

Suggested citation style: Foley, Christina A. *The Big Red How-To Guide: Planning a Health Fair for Children and Families*. Training materials. Washington, DC: National Health & Education Consortium; 1995.

ISBN 0-937846-35X

Introduction

Communities across the nation are looking for ways to come together around the needs of children. In doing so, they not only strengthen the community by investing in its future — children — but also strengthen the impact of their respective agencies and/or associations through collaboration. One approach being used by many is the community health fair, expo, or festival.

Whatever name is used, community health fairs are a community event designed to address or promote health needs, concerns, activities, and/or services available in the community.

Many times, however, health fairs focus on adult health issues and rarely on child and family health, or the link between health and education. *The Big Red How To Guide: Planning a Health Fair for Children and Families* is designed to assist communities that wish to develop a community-driven, child and family-focused health fair.

Enclosed you will find a workbook and a "menu" of information including: action steps and helpful hints for planning and holding a community health fair, funding ideas, marketing and media information and much more.

You may hold a health fair every year or you may be planning your first. In either case, the National Health & Education Consortium (NHEC) hopes this guide will provide you with helpful information and act as a tool to build on for future health fairs.

Using the How-To Guide

Developing a child and family health fair in your community can be exciting and confusing. The goal of this guide is to help clear up some of the confusion, build on your excitement and avoid pitfalls. Because this guide is developed to assist communities and individuals who are at different levels in developing a community fair, think of the suggestions in this guide as a "menu." A successful fair appropriately meets the needs of the community, so to ensure success it is key to know the character of the community. Planning as well as pre-planning steps are critical to the event.

This guide has two major sections: (1) pre-planning and (2) planning. Pre-planning addresses several decisions and steps that must be taken before planning your community's health fair. Once these decisions are made and the essential steps taken, it is important to choose information and activities from the planning section that most appropriately meet your community's needs.

At the beginning of each major section, there is an introduction and an outline. Within each major section there are several headings and subheadings. Many of the headings are followed by examples that may be useful in pre-planning or planning your own health fair.

This guide is designed to be used as a "working book." NHEC sees it as a resource for today and the future. The information presented can be built upon, added to, and adapted to meet your community's needs. Therefore, we suggest that you place the guide in a three-ring binder to facilitate additions, deletions and other changes.

Table of Contents

PRE-PLANNING 1

Community Assessment 3
Community Task Force 5
Target Audience 13
Type of Health Fair 15
Mission Statement 17
Timeline 21

PLANNING 25

Financing 27
Introduction to Fundraising 27
Getting Started 28
Who to Ask 29
What to Ask for and How to Ask 29
Logistics 35
Exhibitors 35
Participants 43
Fair Location 44
Volunteers 49
"Screenings and Services Fair" Planning Logistics 55
Promotion 65
Definition and importance of promotion 65
Advertising Methods 66
Newspaper Supplement and Advertisement 66
Radio Public Service Announcements (PSAs) 66
Community Calendar 66
Media Advisory 67
Incentives and Entertainment 67
Community Partnerships 67
Pro Bono Public Relations Work 67
Sponsors' Promotional Activities 67
Exhibitors' Promotional Activities 68
Religious Organizations' Bulletins 68
Evaluation 71
Importance of Evaluation 72
Types of Evaluation 72
When to Evaluate 72
Who to Evaluate 72
Ways to Evaluate 73
What to do with Evaluation Information 73
Appendix A 75
Appendix B 79

"...in neighborhoods where there are effective community development efforts, there is also a map of the community's assets, capacities, and abilities. For it is clear that even the poorest city neighborhood is a place where individuals and organizations represent resources upon which to rebuild. The key to neighborhood regeneration is not only to build upon those resources which the community already controls, but to harness those that are not yet available for local development purposes."[1]

Pre-Planning

Pre-planning encompasses all the steps that must be taken before the planning of the health fair begins. The overall themes of pre-planning are *getting to know your community* and *creating a vision for the health fair*. The major pre-planning steps are:

- creating and conducting a *community assessment*;
- forming a *community task force*;
- choosing the health fair's *target audience*;
- deciding on the *type of health fair*;
- creating the health fair's *mission statement*; and,
- developing a *timeline* for the planning of the health fair.

Except for development of a timeline — which should be completed last because it is based on all the other pre-planning steps — there is no right order for completing these activities. Remember, this guide is a "working book" for you to adapt to meet your planning needs.

[1]John L. McKnight and John Dretaman, "Mapping Community Capacity," *Research and Policy Report* (Evanston, Illinois: Center for Urban Affairs and Policy, Northwestern University, 1992).

Community Assessment

Community assessments are a crucial step in developing a health fair. They help you get to know the community. There are several key steps to take in conducting a community assessment. In conducting the assessment, you will need to review

- current conditions affecting children and families,
- community resources (human, physical, financial),
- attitudes and wants of community members (those living within the community), and
- what activities related to a community health fair are occurring in the community

The community assessment should also profile the history, racial and ethnic composition, cultural and language diversity, and primary risk factors of the children and families in the designated geographic area. In addition, the community assessment should include an inventory of the community's assets such as private and nonprofit organizations (higher education institutions, hospitals, and human service agencies), public institutions and services (schools, police, libraries, fire department, parks, and existing health fairs), and physical resources (possible locations for the fair).

Indicators of How Children and Families are Doing

The following are some of the indicators for measuring the status of children and families in your community. Whenever possible, these indicators should be broken down to show differences according to age, sex, household composition, income, and ethnic and minority group membership.

- Poverty rate
- Literacy or basic skills level
- Primary grade retention rates
- Student mobility rates
- Chronic absenteeism rates
- Percentage of 9th-grade students who finish the 12th grade on time
- Percentage of college-bound high school graduates
- Immunization rates for young children
- Percentage of babies with a low birth weight
- Reported and substantiated cases of abuse and neglect
- Number of foster care placements
- Number of people on day care waiting lists
- Number of new and reopened Aid to Families With Dependent Children (AFDC) cases
- Youth unemployment figures
- Juvenile incarceration rates
- Voter participation rates
- Housing mobility rates
- Percentage of substandard housing

Blank, M. J. and Melaville, A. I. *Together We Can: A Guide for Crafting a Profamily System of Education and Human Services*. U.S. Dept. of Education Office of Educational Research and Improvement and U.S. Dept. of Health and Human Services Office of the Assistant Secretary for Planning and Evaluation, 1993.

Sample Community Assessment Questions

The following are sample questions you may want to ask when conducting your community assessment. You should feel free to edit this list to meet your community's needs.

- What are the community's attitudes about education and health services for families and children? (Remember attitudes determine how people behave and the choices they make.)
- What do community members see as the community's strengths?
- What do community members see as the community's weaknesses?
- What does the community feel it needs?
- What does the community want?
- What related activities are currently happening or being planned in your community (health fairs, screenings, wellness expos, etc.)?
- When are these related activities scheduled to occur?
- Who is sponsoring them?
- Who do the activities target?
- How many people attend these activities?
- What are the demographics of the community (race, ethnicity, religion, economic condition, etc.)?
- What are the education and health risk factors for children within the community?
- What are the community's assets?

Community Task Force

To help ensure community ownership, it is important that a community task force be actively involved in the planning stages of the fair. Before inviting anyone to serve on the task force, you must decide how to involve the task force and what its purpose will be. The following questions will help in developing the task force's purpose.

- Is the task force strictly to help plan the health fair (short term) or does it have a broader community collaborative development purpose (long term)?
- What does your community need and want in the way of a community task force?
- What community task forces already exists in your community?

You may want to ask an existing group to appoint a subcommittee to work on planning the health fair. You may choose to create a new group to work on the health fair. You may create a new group that will have a long term role in the community. Remember an organization should grow out of its proposed focus and should not be created before it has some sort of focus. Whatever the purpose of the group is, it must be clearly determined and clearly stated to those being invited to belong.

Task forces, committees, coalitions, councils, etc., are all slightly different and the art of creating such groups is a field of expertise within itself. There are many helpful guides with detailed steps for creating long term collaborative groups. This guide simply provides you with the basic keypoints for working with a task force whose purpose is planning the health fair.

Whatever the group's purpose, it is important that you invite a range of community leaders[2] to be members. Their involvement will reinforce your knowledge of the community and provide "buy-in" from the community.

Once the purpose of the task force is clear, you must identify who should be members. Keep in mind that the size of the task force is critical. If it is too small, it most likely will not include all the key people nor reflect the breadth of the community. If it is too big, it will be difficult for the group to make decisions. Twelve is a good number of members. When deciding whom to invite, think about whether the individual or organization will directly or indirectly influence the health fair and its purpose. The following list may be helpful in guiding your selection. Remember to seek both formal leaders and informal leaders within the community. Do not limit yourself to this list.

Private Non-profit/Independent Sector

- Volunteer organizations (United Way, American Red Cross, American Cancer Society, etc.)
- Heads of neighborhood or housing associations

[2]Community leaders refers to informal or actual leaders, those individuals in the community who influence others and may or may not hold an office or leadership position. Community leaders differ from formal or perceived leaders, those individuals who do hold an office or leadership position but may or may not have influence within the community.

- Active members of ethnic community associations
- Church/Synagogue/Temple/Mosque/ religious or lay leaders
- CEOs of community-based organizations such as Girls' Clubs or YMCAs
- Directors of community foundations
- Officers of local service clubs such as Rotary or Lions

Education Sector
- Chairs of Parent/Teacher Associations
- School board members
- School principals
- School district personnel
- Community college professors
- School nurses
- Guidance counselors
- Health educators
- Students

Government Officials
- Representative of the mayor's and/or city council members' offices
- Police officers
- City librarian
- Head of city parks and recreation department
- Representatives of county departments/agencies

Business Sector
- Large local employers
- Active small business owners
- Chamber of commerce representative
- Representatives of local hospital and/or community clinics
- Representatives from local HMOs
- Representative from a public relations firm
- Representative from local media (television, radio, and/or newspaper)

Health Sector
- Hospital representative
- Representatives from Community Health Centers
- Representatives of HMOs
- Representatives of health professional associations
- Massage therapists
- Representatives of County and/or City Health Departments
- Health educators

Once you have developed a invitation list for the task force, you need to make phone calls, write and send letters, and/or meet with potential task force members.

Possible Sub-committees

Executive Directors:
It is important to involve the executive directors of agencies and/or organizations that are potential exhibitors at the fair early on in the process. They may be individuals invited to serve on the task force. Whether they are on the task force or not they need to be involved in the planning of the fair through their input and through appointing someone to represent the agency/organization at the fair. One community brought the executive directors together at a meeting several months before the fair. The purpose of this meeting was to get their support for the health fair, to talk about last year's fair (if applicable), and to get their input on the direction for this year's fair.

Ad Hoc Committees:
Another way to organize the planning of the fair is to develop ad hoc committees from within the task force. These committees can be divided by topic, such as "volunteer coordinators" or "on-site logistics." It is a good idea to hold monthly meetings with the ad hoc committees.

Youth Committees:
More and more communities are involving students especially high school health education classes in the planning and implementing of community health fairs. This is a great experience for the students. Also, they can be an asset to the fair planning because of their creativity and their insight into attracting their peers and younger students. It is a good idea to tie in the health education curriculum that may be used by the schools within the community.

Note: *Be sure to send a summary of the meeting to all who attend the task force and ad hoc committee meetings as well as those who did not.*

Sample Letter of Invitation to Potential Community Task Force Members

Date

Dear _____

It was a pleasure speaking with you last week. As I mentioned in my call, *(describe purpose of task force, time commitment needed, unique role of the person being addressed)*

In an initial community assessment, it has been discovered that *3 to 4 key points*. Other communities across the country have addressed these issues by creating and holding a community child health fair.

I would like to host a meeting to discuss how this fair might happen in *name the community*, and to share some specific ideas that might lead to success.

The meeting will be at _____ in _____ weeks.

Office/organization/ building name
street address
date and time

The purpose of the meeting is to discuss _____.
An agenda and list of invitees are enclosed. I welcome any suggestions you may have for the agenda or additional invitees.

Please call my office at (___) _____ to let me know if you can join us. I look forward to seeing you there.

Sincerely,

Your name
Your title
Your organization

enclosures

Sample Agendas for First Task Force Meeting

Draft Agenda - Simple Format

Community Task Force Meeting: Community Child/Family Health Fair

Office/organization/building name
street address
date and time

Agenda

Meeting Purpose

To discuss how the _____ community can work together to reach the outcomes listed below

Outcomes
1. Increase immunization rates of children, and
2. Provide resource information about community services to parents within our community

Draft Agenda - Timed Format

Community Task Force Meeting: Community Child/Family Health Fair

Office/organization/building name
street address
date and time

Agenda

4:00 - 4:30 p.m.	Welcome. Purpose of the Meeting Introductions
4:30 - 5:15 p.m.	Results of Community Assessment
5:15 - 5:30 p.m.	Purpose of Community Task Force
5:30 - 5:45 p.m.	Mission of the community family/child health fair
6:00 - 6:30 p.m.	Discussion
	We will end promptly at 6:30 p.m.

Sample Task Force Membership Roster

As of (date) _____ Page _____ of _____

List the organizations involved and their representative. Possible contributions and interest areas can be declared by individual/organization or summarized for all involved. Update the roster regularly.

Organization Representative's name, phone number, organization name, and address	**Possible Contributions**	**Interests** Organizational and Personal

Sample Executive Directors' Meeting Agenda

Health Fair '95
Preplanning Breakfast
Wednesday, December 14, 1994

A **Welcome & Introduction.**

B **Purpose of our Breakfast Meeting:** To highlight Health Fair '94, to discuss Health Promotion/Disease Prevention needs of the Shore, to discuss new resources available, our location for '95, to renew your commitment to the planning and implementation of Health Fair and to review dates to remember.

C **Highlights of Health Fair '94.**

D **"Great to be Healthy and Alive at Health Fair '95"**
Co-sponsorship with Accomack County Schools.

E **New and Continued Ideas for '95:**

The Tobacco Issue	Paps	Others
Food Service	Safety Fair	

F **Your commitment to Health Fair 1995, How, What, how much time, etc.**

G **Health Fair Calendar of Events all to take place at Nandua High School.**

1 **Coordinators Meetings - Library**

Thursday, January 12th	3:30 - 5:00 p.m.
Thursday, February 9th	3:30 - 4:30 p.m.
Thursday, March 2	3:30 - 4:30 p.m.

2 **Set-Up for Health Fair**

Friday, March 17	3:30 - 6:00 p.m.

3 **Health Fair '95**

Saturday, March 18	9:00 - 3:00 p.m.

Wishing You and Yours a Healthy, Happy and Safe Holiday

BEST COPY AVAILABLE

Sample Volunteer Coordinators' Meeting Agenda

Great to be Healthy and Alive at Health Fair '95
17th Annual Health Fair
Coordinators' Meeting Agenda
Thursday, January 12, 1995

A **Welcome and Introductions.**

B **Highlights and Tracking of Health Fair '94.**

C **Co-Sponsors - Accomack County Schools.**

D **New and Continued Ideas for '95:**
The Tobacco Issue Food Service Paps Safety Fair

E **Health Fair Planner Responsibilities 1/1/95 - 2/9/95**

1. Recruit coordinators, providers, therapists, students.
2. Meet with each coordinator.
3. Assign location.
4. Resource and Assist with promotion.

F **Coordinators' Tasks**

1. Recruit volunteers/obtain firm commitment.
2. Literature Selection.
3. Service design and description, materials to be photocopied, inventory of A.V. equipment and supplies.
4. Promotion of service.
5. Schedule meeting with health fair planner.

G **Health Fair Calendar: Locations of meetings - Nandua High School.**

1. **Coordinators' Meetings - Library**
   Thursday, February 9th 3:30 - 4:30 p.m.
   Thursday, March 2 3:30 - 4:30 p.m.
2. **Set-Up for Health Fair**
   Friday, March 17 3:30 - 6:00 p.m.
3. **Health Fair '95**
   Saturday, March 18 9:00 - 3:00 p.m.

Target Audience

Who is the health fair's target audience? You may want to choose your target audience based on information you gather through your community assessment — most likely you will look for segments of your community that have the greatest needs. Get to know your target audience. This means get to know its basic demographics like *age, gender, race, religion, ethnicity, culture, and health status*. These factors influence health behaviors and risks (for example see chart below).

The rationale for the audience targeted will need to be discussed and agreed upon if a community task force is developed to plan the health fair.

LEADING CAUSES OF DEATH AMONG HISPANIC AMERICANS IN COMPARISON WITH WHITE NON-HISPANICS

Hispanics		Rank	White Non-Hispanics	
Heart disease	25%	1	Heart disease	37%
Cancer	17%	2	Cancer	23%
Injuries	9%	3	Stroke	7%
Stroke	6%	4	Chronic lung disease	4%
Homicide	5%	5	Injuries	4%
Liver disease	3%	6	Pneumonia/influenza	4%
Pneumonia/influenza	3%	7	Diabetes	2%
Diabetes	3%	8	Suicide	2%
HIV infection	3%	9	Atherosclerosis	1%
Perinatal conditions	3%	10	Liver disease	1%

Leading causes of deaths for Hispanics and white non-Hispanics in 18 states and the District of Columbia, as a percent of total deaths(1987).[3]

[3]Public Health Service. *Healthy People 2000: National Health Promotion and Disease Prevention Objectives*. Washington, DC: U.S. Department of Health and Human Services; 1991.
See page 56 for ordering information.

Type of Health Fair

In deciding what type of fair will meet the needs of the target community, you must first decide on the purpose of the fair. Do you want to provide information linking the community more closely to the resources and services available to them within the community, to provide health services and screenings, or to simply provide the citizens a community-wide event? Or do you have a more sophisticated purpose in mind like affecting long term health outcomes? Below are detailed descriptions of several types of health fairs.

Description of Health Fair

COMMUNITY EVENT HEALTH FAIR

■

This type of fair is designed primarily to bring the community together. Although this is the result of any type of fair, a community event health fair is designed with this goal foremost in mind. In this case "health" is just a theme for the fair. Because of the dynamics within your community, a community task force may feel that this sort of fair is what is needed at this time.

INFORMATIONAL HEALTH FAIR

■

An informational health fair is designed to provide just that — information to the community on the resources and organizations within the community to meet their children's health and educational needs.

HEALTH SERVICES AND SCREENINGS HEALTH FAIR

■

Based on a community's needs this type of fair provides various health services and screenings, a mechanism to track the individuals screened, and a referral system to address any health problems identified through the screenings in an effort to change the community's health outcomes.

Potential Results

■

The fair brings the community together. The community may need a celebration, and the fair can be designed to be such an event.

■

Community residents have a better understanding of the resources available in the community.

■

The fair not only positively effects your community's health outcomes but also provides a network to link community members to primary health care providers.

Less Time — Planning Time — **More Time**

The Children's Fire

A mission statement serves a purpose similar to the Native Americans' ritual of the "children's fire." The community sits around the fire and debates what needs to be done and how best to do it. The elders have the task of repeatedly asking, "How will what you say serve the children to the seventh generation?" Those present argue the validity of opinions and preferences only as these serve the community.

Winer, M. and Ray K. *Collaboration Handbook: Creating, Sustaining, and Enjoying the Journey*. Amherst H. Wilder Foundation, 1994.

Mission Statement

The health fair's purpose will drive all subsequent activities. From the purpose, develop a mission statement. The mission statement is important because it contributes to the motivation of fair workers and defines your objectives for potential funders and participating organizations. The four stages of mission statement development are listed below.

1. Defining a Mission Statement

A mission statement should include the following elements:

- A clear description of what will be achieved, for whom, where, and how. The mission needs to be exciting and convey to the reader that it's worth getting involved in the fair.
- A description of the unique purpose of the health fair. The fair's mission should be different from that of other related activities in your community.
- Simplicity. The mission statement needs to be easy to understand.

The mission statement tells everyone your purpose. Here are two examples of health fair mission statements:

- The Centerville community child health fair will create an environment where children and families can receive health screenings and services.
- The Walton County children and families health fair will be a community celebration of the local health and education services and resources for children and families.

2. Writing a Mission Statement

The mission statement is important because it will be presented to potential funders/sponsors and exhibitors. Base it on the information you have gathered through your community assessment, the type and purpose of the fair you have decided to hold and your available planning time. The community task force should be involved in creating the mission statement to allow its members ownership. Their involvement can vary from writing the statement from scratch, to editing or reacting to a draft statement. The worksheet that follows will help in writing the health fair's mission statement.

3. Refining a Mission Statement

Once a draft of the mission statement is written, the task force should refine it so it is as concise as possible while communicating the health fair's purpose to the general public.

4. Developing a Focus Statement

A focus statement is a succinct statement that can become a group's rallying point. It is easily understood and easy to memorize. The focus statement communicates the mission to people outside of the task force more readily than the mission statement. The focus statement can become the slogan for the health fair. Examples:

Great to be Healthy and Alive at Health Fair '95

Help Me Learn, Help Me Grow Child Health Fair

Mission Statement Worksheet

This worksheet is provided to help in the four stages of mission statement development.

1. What is your purpose — what will you achieve, for whom, where, and how?

2. How is this purpose different from other health fair related events in your community?

3. Draft a clear and simple mission statement.

4. After considering your statement, how can you rephrase it so that it is even easier to understand and easier to repeat? (you may want to test it with a few individuals) **The mission is :**

5. Imagine that you have just a few seconds to communicate the essence of your mission, what short phrase or slogan best captures it? This is your focus statement.

Child Health Day
First Monday of October

Recognizing the need to focus the nation on the critical issue of child health, "Child Health Day" was designated by President Coolidge in 1928; it is now observed on the first Monday in October. Since then, each year a number of national organizations observe and promote Child Health Day in an effort to raise the visibility of and action on the unique health needs of children.

For example, the American Academy of Pediatrics (AAP) leads efforts to recognize the month of October as "Child Health Month." Prevention is the month's focus and resource packets are available.

For more information, contact:

National Health & Education Consortium
1001 Connecticut Avenue, NW, Suite 310
Washington, DC 20036
(202) 822-8405

Nancy Peterson, Director
Division of Member Communications
The American Academy of Pediatrics
P.O. Box 926, Elk Grove Village, IL 60007
(708) 981-7871

Timeline

As mentioned earlier in this Guide, developing your timeline should be your last pre-planning step because it is based on all of the other pre-planning activities. Create a timeline based on the length of planning time available, the health fair's purpose and mission statement, and the type of fair being held. Remember to include all planning components in the timeline. The information provided in the planning section of this Guide may be helpful in the development of the timeline. All community task force members should receive a copy of the timeline and the specific task(s) for which they are responsible. A timeline or calendar is a good way to help organize the task force and delegate responsibilities. It is also a good tool to use when talking with sponsors.

There are different types of timelines. Two sample timelines and a blank calendar are provided for your use at the end of this section.

Choosing a date:

Be careful when choosing a date for the fair to ensure that it does not conflict with already popular events in the community, like a May Day Parade, Fall Festival, annual picnic or concert, major football or other local sports game, federal holiday, etc. Do not hold the fair on a day of another event or even the next day.

Consider your target audience when choosing a date. Will it be easier for them to attend an event on a weekday or a weekend? Also

consider the time of day for the event. If you decide to hold the fair on a weekday you may want to have it in the evening so parents who work during the day can attend. Many communities choose a weekend day because it is more convenient for their target audiences.

October has been designated as National Child Health Month. If possible, you may want to use this designation as the umbrella for your event. By doing so, you may get more publicity from the media and also in attracting more funding sponsors.

Sample Timeline for Screening and Service Fair

Tangier* Health Fair (THF) Time Line

June: Confirm date
Establish database
Circulate inter agency announcement/sign up
Determine THF Planning Team and responsibilities. Communicate!

July: Send Letter of Invitation/RSVP
Confirm Health Ed. staff. Calendar and Responsibilities.
Determine Service Description
Determine giveaways/order
Order literature

August: Fly to Tangier. Orientation to staff. Meet with Planning Team
Promotion: Rev. Creedle - Sunday Bulletins
E.S. News Announcement
Flyers for Stores and Medical Center
The Fisher
Send Confirmation notices to include Planning Team
Contact Hopkins for space outside for Brunch
Contact Va. Marine Resource for Boating staff & supplies over Sept. 29th

September: Revise and duplicate Forms
Order supplies
Arrange for pick up on Sept. 29th
Schedule time with students on Sept. 29th
Unload Basement & Pack for Fair. Sept. 28th
Boat over Sept. 29th. Instructions and inventory

October: Tangier Health Fair. Oct. 1st
Inventory and pack up. Oct. 3,4
Follow-up
Thank you

*For more more information see Appendix A.

Sample Calendar

Month: July

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3 Task Force Mtg.	4	5 Letters sent to exhibitors	6	7	8
9	10	11	12	13	14 Last day for volunteers to sign up	15
16	17	18 Sub-committee meet with newspaper	19	20	21	22
23	24 Task Force Mtg.	25	26	27 Send suggestions for entertainment to sub-committee	28	29
30	31					

Timeline Calendar

Month: _____

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

Planning

Now that you have completed pre-planning, you are ready to start planning the fair. The most important thing to remember during planning is to **include all of the planning components**. Although some of the following sections have activities that will occur at different points along your timeline, you must be thinking about all of them throughout your planning.

This section includes check-off lists, worksheets, examples of described activities and anecdotal examples of how to use the information. Use those elements that seem helpful to you, but do not feel obliged to try everything.

The planning component sections are:

- Financing
- Logistics
- Promotion
- Evaluation

Financing

Finance issues vary and depend on the type of fair selected and the task force planning the fair. Some communities pay for their fair while other communities depend on "in-kind" donations to help make their fair successful. In either case, it is important to consider financing early in your planning. This section seeks to help you understand what is meant by fundraising as well as who and how to approach your fundraising effectively.

The headings in this section are:

- Introduction to Fundraising
- Getting Started
- Who to Ask
- What to Ask For and How to Ask

Introduction to Fundraising

Most people are intimidated by financial issues and/or dislike this aspect of project planning. It might help to keep in mind the following:

1. Each year that you hold the fair you create a stronger base for future years. The first year you will have greater out of pocket expenses because you will be proving the potential of the fair. As time goes on, financing the fair will get easier.

2. Be creative and build relationships. People like to give to people they know and to be involved with interesting ideas. Even if a person or business is not going to give to this year's fair, continue communicating with them. They may be interested next year.

3. Communicate! Communicate! Communicate!

Helpful Hints:

- Successful fundraisers have a positive attitude, failure is unthinkable.
- Timing is critical in every aspect of your fundraising campaign.
- Your rapport with the community determines your success. Only at the community level can you make an impact, and only through your intimate knowledge of your area can you hope to address the issues.
- Keep records of everything. This will help keep you organized as well as assist you with background information when you approach a potential sponsor next year.
- Thank everyone along the way.
- This is your project, promote it.

Most likely you will be seeking two different kinds of support for your fair, **in-kind** and **financial** support.

- **In-kind** support refers to any non-monetary support such as a company donating time, materials, personnel, or services to you. (Note: some public relations firms and advertising firms refer to in-kind support as *pro bono* work.)
- **Financial** support refers to monetary support either for the fair in general or for a specific aspect of the fair.

Getting Started

Below are eight steps for raising money successfully, adapted from Laurel Drake-Major's column in *Foundation & Corporate Grants Alert* October 1994.

1) **Make sure you fit**. Ask yourself the following questions:
   - Who benefits from the fair?
   - Where does most of our target audience work?
   - Where do they shop?
   - Where do they spend their money?
   - Who is interested in what we do?

   Do some market research. You can do this by asking other organizations for the names of companies that contribute to them. A company that is giving to the community and/or to a program of your kind is a logical choice for you. Do not be too concerned about competition — companies usually support several similar programs. Task force members might be a good resource for this information. Your local media will report on which companies are thriving and possibly on what community role they are playing. Read your local daily newspaper — especially the local financial columns and metro/local section — and local business paper. Watch your local news, and listen to local radio.

2) **Set concrete goals for your proposed project — create a mission statement and vision statement**. This information will help the potential sponsor better understand what you are planning to do. Also, by successfully meeting the goals you will establish credibility for the fair. This will be an asset when you approach the sponsor for support again next year. This information should be included in the information packet that you give to potential sponsor when approaching them for support.

3) **Budget thoughtfully**. The task force needs to create a budget. Be realistic in doing this. Although you will have a dollar amount for each item, remember and communicate to potential sponsors that "in-kind" support can replace the monetary value of the line item. Include the budget in the information packet. (see Tangier fair example)

4) **Provide a project description**. Provide the potential sponsor with a description of the task force, fair, community assessment, potential exhibitors, and target audience. This will help to explain what you are planning as well as add credibility by showing that the fair is well thought through. Include this in the information packet.

5) **Keep sponsors and potential sponsors involved as you progress**. Once again, communication is key in fundraising.

6) **Encourage sponsors to attend the fair**. To keep sponsors and potential sponsors involved with the fair, invite them to attend the fair. They will be provided the opportunity to see first hand what they are supporting and will better understand your needs when you approach them next year.

7) **Provide a timely final report**. After the fair, write a short synopsis of the fair. Describe how the fair met its goals and related to its mission statement. Include information about financial benefits and evaluation results. This report should be sent to task force members and sponsors.

8) **Frame all of your communication so that funders feel that supporting future fairs is not only desirable but essential**. Be sure to keep sponsors informed throughout the fair planning and evaluation processes in an upbeat, positive manner. By keeping them involved and always promoting the fair and their role in it, they will be more interested in supporting the fair next year.

Who to Ask

Before approaching an organization for support, make sure that you fit with the interest of the organization. For tips on making sure you fit, see the previous page.

Some types of organizations you might want to ask to support your fair include:

- business or professional groups;
- union, fraternal and civic organizations; and
- community foundations.

Remember that businesses are sensitive to problems that directly affect their employees and put heavy emphasis on health and education programs. Proposals should feature benefits to the company, such as employee retention and productivity, public relations, marketing, and improving the company's image with customers or investors.

Keep the following in mind when making your approach:

Business or professional groups

- the beginning and ending dates of their fiscal year
- their timeframe for budget approval
- what services or products they would be able to contribute
- whether the business is a subsidiary — you might want or need to contact the parent organization as well as other subsidiaries

Union and fraternal and civic organizations
(check with the local chamber of commerce for a list of these organizations)

- where they are located
- who the officers are
- what and to whom they contribute
- what kind of presentations they require

Community foundations

- they may have greater discretionary funds than local businesses
- their purpose is to administer funds for the community's benefit

What to Ask for and How to Ask

Carefully plan what you will ask each potential sponsor to give. You may be better off with contributions other than money. As an example, a public relations firm may be able to provide an employee to assist with planning of promotional activities for the fair or *pro bono* work on a media campaign. The *pro bono* work may consist of the firm assigning one of its staff members to work full-time on your project for a specific length of time or for a specific task as if you were a paying client. Gauge each

organization. Consider what services they can offer that would benefit the fair's target audience, what previous and current donations they have made to the community, and remember that everyone wants positive publicity.

Choose the right person at the organization. Once again, talk to people including those within the task force to find the best person to approach. Once that person is found, send your best salesperson for that organization. The salesperson should be enthusiastic.

Create an information packet that shows that the fair is a good investment. The information packet should be given to all potential sponsors. It should include:

- Mission statement
- Budget
- Description of task force, fair, community assessment, potential exhibitors and target audience
- Evaluation plan
- Potential publicity for sponsors

National Corporate Letter Writing Campaign. Each year before their health fair many communities embark on a corporate letter-writing campaign. This involves sending letters from the task force or planning organization to various national corporations to solicit giveaways. For example, they might write to a national sun screen company and briefly tell them about the fair and the skin cancer prevention education and/or screenings that will occur at the fair. Then they mention that they would appreciate any samples of the company's products for fair participants. Corporations usually are very receptive to this approach because it is relatively cheap advertising for them as well as good community relations. Note that some national corporations have local and/or regional affiliates that handle event planning requests. Be creative in thinking of national corporations with products that would correspond with booths and/or screenings you are having at the fair and products that participants would like to receive — we all like to get free "stuff."

Sample of Request Letter for "In-Kind" Donations

UNIVERSITY OF FLORIDA **Cooperative Extension Service**

4-H Youth Education Program

Institute of Food and Agricultural Sciences

July 17, 1995

Dear Contributor,

The Expanded Food and Nutrition Education Program (EFNEP), Broward County Cooperative Extension Service, Agriculture Division, in cooperation with the Women, Infants and Children Food Supplement Program (WIC), have planned the 1995 **Help Me Learn - Help Me Grow Child Health Fair** to be held **Saturday, September 30, 1995**. The purpose of this activity is to reach Broward County families and address child health issues and concerns. Families will learn about prenatal care, good nutrition, immunization schedules, child growth and development, parenting skills, health checkups, safety, and community resources.

We rely on the generosity and the community spirit of those organizations such as yours, to provide the families and their children with gifts, promotional items, awards, food awards, food and snacks.

We are asking for your support in the following for a vital success.

- Donation/Product _____
- A cash donation of _____(payable to the University of Florida Foundation - 3245 College Avenue, Davie, Florida 33314)
- Grand Prize gift _____
  (May be mailed or arrangements can be made for pick up)

For more information, please contact EFNEP Program at 305-370-4725.

Sincerely yours,

Sandy Bonner, CHE, I.D.
Program Leader Human Sciences

Fanya Jabouin
Fair Coordinator

Claudette Campbell
Co-Chair

Vernadina Nevious
EFNEP Program Assistant

Rory McSweeney
Volunteer Coordinator

BEST COPY AVAILABLE

Cost (Financial) Benefit of "In-Kind" Donations for Screenings and Services

Complimentary Care
Tangier Health Fair '94

1.	**Adult Oral Cancer Screening** Dentist Checked for Oral Cancer	**14 x $25.00= $ 350.00**
2.	**Arthritis** Visit with Physical Therapist	**25 x $30.00= $ 750.00**
3.	**Blood Pressure** Checked & Counseled Flu/Pneumonia	**$1442.00** 93 x $10.00=$930.00 32 x $16.00=$512.00
4.	**Cholesterol Screening** (Blood Draw)	**126 x $22.00= $2772.00**
5.	**Children's Health** Visit with Pediatrician, ht., wt., blood pressure, vision acuity, dental hygiene, and immunizations	**64 x $85.00= $5440.00**
6.	**Diabetes** Glucose finger-stick and counseling	**103 x $25.00= $2575.00**
7.	**Ear, Nose & Throat** Examination by ENT Hearing Test	**$2445.00** 37 x $50.00=$1850.00 17 x $35.00=$ 595.00
8.	**Foot Problems** Office Visit with Podiatrist	**22 x $35.00= $ 770.00**
9.	**Healthy Hearts** Assessment & Education with technicians	**39 x $25.00= $ 975.00**
10.	**Healthy Lungs** Pulmonary Assessments and Functions	**54 x $75.00= $4050.00**
11.	**Men's Health** Doctors check for testicular, prostate problems, counseling	**22 x $55.00= $1210.00**
12.	**Pharmacy** Pharmacist discussed OTC Meds for medicine cabinets and dispensed OTC products	**100 x $25.00= $2500.00**
13.	**Skin Cancer Screening** Office visit with a dermatologist	**42 x $40.00= $1680.00**
14.	**Teen Health** Cholesterol screening and Hemocrit (finger stick) and blood pressure Heights and weights. Pediatrician counsel	**21 x $25.00= $ 525.00**
15.	**Vision/Glaucoma—No provider** Office visit with optometrist	**$0000.00**
16.	**Women's Health** Pap Exam, Information and instructions on Breast Self-Exam, nutrition, including high fiber and calcium rich foods, healthy babies, menopause, family health concerns	**20 x $125.00= $2500.00**
17.	**Transportation** Boat, Volunteers Round Trip (price of round trip ticket to Tangier island) Golf Cart & Drivers $250.00, 2 round trips to dock on Tangier Truck & Driver, 3 round trips from dock with supplies and equipment	**73 x $ 14.00= $1162.00**
	Grand Total	**$30,734.00**

Cost (Financial) Benefit of "In-Kind" Donations of Professional Services

Contributed Services by Professionals and Paraprofessionals Tangier Health Fair '94

Physicians	10 x $ 100.00 per hour x 5 hours =	$5000.00
Dentists	3 x $ 75.00 per hour x 5 hours =	$1125.00
Podiatrist	1 x $ 35.00 per hour x 5 hours =	$ 175.00
Students	20 x $ 6.00 per hour x 5 hours =	$ 600.00

Nursing, Respiratory Therapy, Physical Therapy, Dental Hygiene

Nurses	22 x $ 10.00 per hour x 5 hours =	$1100.00
Faculty	4 x $ 17.00 per hour x 5 hours =	$ 340.00
Health Educators	5 x $ 10.00 per hour x 5 hours =	$ 250.00
Lab Technicians	5 x $ 10.00 per hour x 5 hours =	$ 250.00
Registered Dietician	1 x $ 20.00 per hour x 5 hours =	$ 100.00
Shock Trauma Tech	1 x $ 10.00 per hour x 5 hours =	$ 50.00
Administration	3 x $ 25.00 per hour x 5 hours =	$ 375.00
Lay People	18 x $ 7.00 per hour x 5 hours =	$ 630.00
Pharmacist	1 x $ 20.00 per hour x 5 hours =	$ 100.00
Teachers	5 x $ 12.00 per hour x 5 hours =	$ 300.00
High School Students	22 x $ 4.50 per hour x 5 hours =	$ 495.00
TOTAL		**$10,890.00**

These figures do not reflect routine travel time and expenses incurred and assumed by individual volunteers and agency representatives. For the many volunteers traveling from the Norfolk area it is approximately 80 miles plus a $10.00 toll on the Chesapeake Bay Bridge Tunnel each way

This event has a $600.00 budget for every $1.00 invested by the sponsor, there is $18 in complimentary care and $52 in contributed services

Logistics

This section discusses the various logistical concerns you need to consider when planning a health fair. Included are several worksheets to help you keep track of the different components involved. As with all the sections of this Guide, you will want to tailor the ideas to better suit your needs.

The topics in this section are:

- Exhibitors
- Participants
- Fair Location
- Volunteers
- Screenings and Services Fair Planning Logistics

Exhibitors

Exhibitors are those organizations or agencies that will provide services, resources, and/or education at the fair.

Who To Invite:
You should draw the fair's exhibitors from organizations and agencies already serving the target audience. It is important to be thoughtful in choosing which organizations and agencies to invite to be exhibitors. The exhibitors are *the reason* that participants will — or won't — attend the fair. Also, consider whether the services and/or educational resources provided by the exhibitors will address the fair's goal and mission statement.

Keep in mind that it is critical to involve in the planning process the organizations and agencies serving the target audience's children and families to ensure their involvement in the fair. One way of doing this, which was mentioned in the pre-planning section of this Guide, is to hold a planning meeting of the executive directors of such organizations and agencies in advance of the fair.

You may want to invite representatives from the following sectors of your community:

- volunteer (American Red Cross, American Heart Association, etc.)
- education (Head Start, Chapter One, local schools, local PTA/PTOs, school food services, etc.)
- health (local health dept, WIC, cooperative extension services, Healthy Mothers, Healthy Babies coalition, etc)

- social services
- civic (Kiwanis, Junior League, Lion's Club, American Association of University Women, etc)
- non-traditional fair participants (electric companies, gas companies, etc.)
- private (local hospital, HMOs, food or product companies or distribution centers, local restaurants that serve healthy foods)
- public sector
- religious and cultural (churches, synagogues, NAACP, etc)

Entertainment:
In addition to the previously mentioned exhibitors, you may want to invite special exhibitors — entertainers. The purpose of performers is to draw participants, to set a tone and to entertain the participants in between their visits to the different exhibitors. When choosing types of entertainment, consider entertainment that will appeal to the target audience or to which the audience is connected in some way. Examples include:

- dance troupes
- school bands
- clowns
- church choruses
- school gymnastic troupes
- disk jockeys from radio stations favored by the target audience (perhaps they could broadcast from the fair)
- theater departments of high schools and/or universities
- caricaturists, face painters, art students, etc.

Another form of entertainment is raffles or door prize drawings. This might be one way of involving the businesses in the community. This sort of event also draws people to a fair.

Communicating with exhibitors:
Communication with exhibitors is a continuous activity — before, during and after the fair.

Before:

- Notify exhibitors of the approximate amount of materials they will need to bring. Be sure they know who the target audience is so they can gear their materials to this audience.
- Review and/or screen materials that exhibitors will be displaying and distributing.
- Ask exhibitors if they have any special needs for their booths at the fair (electrical outlet, running water, etc.).
- Explain your expectations (they will be responsible for staffing the booth, cleaning-up, etc.). This can be done through a letter that also states the date, set-up time, and length of fair. Send the letter well in advance of the fair.

During:

- Regularly check on exhibitors to see if they need any assistance. This could be a task for a floating volunteer.

After:

- Roam around and oversee the exhibitors' clean-up.
- Send thank you letters to exhibitors.
- Send evaluation results to exhibitors.
- Continue communicating with exhibitors until next year's fair.

Registration:

It is important to develop a method of registering fair exhibitors. Registering exhibitors helps with the organization of the fair and provides you with the names and number of exhibitors. The registration method you choose can be linked to your evaluation.

There are different ways to register exhibitors. You may want to register them in advance and/or on the day of the fair. Some communities send confirmation letters out ahead of time with response cards as a method to register which organizations will be exhibiting at the fair. Other communities have exhibitors pre-register and then check-in on the day of the fair. Exhibitors are sent a letter giving them the time of set-up as well as the registration point person and that person's planned location for the day of the fair. When the exhibitors check-in they receive information such as the location of their table, clean-up instructions, restroom and phone locations and an evaluation form.

Sample Exhibitor Invitation Letter

UNIVERSITY OF FLORIDA **Cooperative Extension Service**

Expanded Food and Nutrition Education Program

Institute of Food and Agricultural Sciences

July 17, 1995

Dear Community Leader:

The Expanded Food and Nutrition Education Program (EFNEP), Broward County Cooperative Extension Service, Agriculture Division, in cooperation with HOT 105, the Women, Infants, and Children Food Supplement Program (WIC), have planned the **1995 Help Me Learn - Help Me Grow Health Fair** to be held on **Saturday, September 30, 1995.** The purpose of this activity is to reach Broward County families and address child health issues and concerns. Families will learn about prenatal care, good nutrition, immunization schedules, child growth and development, parenting skills, health checkups, safety and community resources.

As a community leader, you are invited to participate in this important Fair and create activities that will encourage family participation. Please review the enclosures and send in your registration form **no later than August 25, 1995.** Early registration is important due to the availability of limited space.

You are also welcome to attend the planning meeting which will be held at the Broward County Cooperative Extension Service, 3245 College Avenue, Davie, Florida. Please feel free to contact the EFNEP Program for meeting dates and or other information.

Sincerely yours,

Sandy Poirier, CHE, LD
Program Leader-Human Res.

Fanya Jabouin
Fair Coordinator

Claudette Campbell
Co-Chair

Rory McSweeney
Volunteer Coordinator

BEST COPY AVAILABLE

Sample Supplemental Information Sheet included with Exhibitor Invitation Letter

UNIVERSITY OF FLORIDA **Cooperative Extension Service**

A Parent Education Program

SITUATION

A child's experiences, in the first months and years of life, determine whether he or she will enter school eager to learn or not. By school age, family and care-givers have already prepared the child for success and failure. Florida's children rank 45th in the nation on eight key indicators of health and well-being. From lack of prenatal care to high school failure, Florida's youngest citizens languish near the bottom. Each week in Florida:

- 3955 babies are born, of whom, 545 are born to teen mothers
- 292 babies are born with low birth weight
- 2826 maltreatments (abused/neglect) are reported
- 3250 school suspensions of students are reported
- 996 teens run away from home
- 2687 delinquency cases are reported

Concerned community leaders are working at great length to build coalitions and task forces to seek solutions and improve the health and lifestyle of Florida's children; but, what is essential is to reach the parents who are the ultimate care-takers. In ways that are culturally sensitive and helpful, they need to learn about the importance of health, quality time, nutrition, and the provisions of a safe environment in the lives of their children. They need to know that in the community exists plenty of resources they can tap into when they need help and support. The National Health/Education Consortium, under the leadership of the Honorable Lawton Chiles, Governor of the State of Florida, and William S. Woodside, Chairman of the Sky Chefs, Inc., is supporting the event to promote the health of Broward's most important investment - children.

HELP ME LEARN-HELP ME GROW CHILD HEALTH FAIR:

- To promote healthy lifestyles and a secure, safe environment for children.
- To inform parents of the critical connection between health and learning.
- To provide parents with access to health services and other community resources.

BEST COPY AVAILABLE

Sample Pre-Registration Form for Exhibitors

UNIVERSITY OF FLORIDA **Cooperative Extension Service**

A Parent Education Program

Institute of Food and Agricultural Sciences

REGISTRATION FORM
ALL COMMUNITY PARTICIPATION ENCOURAGE!

Business/Organization: _____
Contact Person: _____
Address: _____
Telephone Number: _____

Program Areas. Check preference for table location:

I will need space(s) reservation at:

- ☐ Health tests for (Glucose, Cholesterol, Blood Pressure, Eye Exam, Dental, and Immunizations.
- ☐ Nutrition/Child Development
- ☐ Community/Educational/Business Resources
- ☐ Entertainment

I will participate in the following: (you may select more than one)

- ☐ Publicizing the event in my organization.
- ☐ Offering special education/entertainment activity.

All participating agencies will be required to give a donation of $50.00 for Booth Space.

All Checks must be made payable to **University of Florida Foundation Inc.**

Please return form to: EFNEP Program
Help Me Learn-Help Me Grow
Broward County Cooperative
Extension Service
3245 College Avenue
Davie, Fl 33314
(305) 370-3725

Sample Co-sponsorship Outline

Co-sponsorship for Health Fair ___Accomack County Schools_____

Involves the following:

1. **Use of facility:** to include gymnasium for coordinators' meetings, set-up and the Fair

2. **Use of Staff:**

Administration

Liaison with Eastern Shore Rural Health to:

attend pre-planning breakfast and coordinators' meetings
be present during set-up and the Fair
copy material (we supply the paper)
be represented as co-sponsors in the For Your Information Service

Faculty

Coordinate the Set-up & Tear Down to include:

- Picking up equipment from medical centers Friday before and returning it on Saturday after the Fair
- Setting up the classrooms the Friday before and putting them back into place Saturday after the Fair

Any other services that might be of interest. Some teachers have written this community service into their curriculum.

Custodial

To be available during set-up/tear down and the day of the Fair

Students

To assist in set-up and tear down, preparations of food for Volunteer Lounge, assist elderly indigent participants, data entry for the Fair. Students assist with promotion, such as painting and placing signs on highway and assist with parking (older students under supervision)

Equipment

Audio Visual equipment, computers and furniture, for example all tables, chairs, cots, screens, etc.

Please call N. J. Planner at xxx-xxxx with any concerns. Thank you.

Participants (Target audience)

The fair's participants are those community members for whom the fair is being held — they are the *target audience*. Choosing a target audience for the fair is one of the most important tasks and will drive all of your decision making.

The target audience you are seeking to motivate will greatly influence a number of factors concerning the planning of the fair. For example, some audiences are more responsive than others to various promotional approaches. Depending on which audience you choose, you might promote the fair through letters, flyers, word-of-mouth and/or radio spots. Likewise, the makeup of your audience will also affect which community groups you will want to sponsor the fair, volunteer to staff it, etc.

Many of the same organizations that agree to help plan, fund, or exhibit at the fair are themselves already serving your target audience. For instance, if you are seeking to hold a fair for inner-city minorities, then you need help from minority church leaders — the very people who already work with your fair's audience.

Since the fair is being held for the participants, give this one a lot of thought!

Participants' Registration and Information Booth:

Participants need a method of registering at the fair. Registering participants helps with the organization of the fair and provides you with information on who and how many attended. The registration method you choose can be linked to your evaluation.

Your registration location may vary, but you should always set-up an information booth. Lost and found can be located there and the booth should be a place that provides general information from location of bathrooms and phones to background on the fair's sponsors.

Choose a registration location that allows you to catch participants at the door or its equivalent as they enter the fair. If you use the "bingo card method" (details are discussed in the up-coming *flow pattern* section), they will be required to go to a registration or information booth to pick up and drop off their card. This may also be the location you choose if you are providing maps of the fair.

Fair Location

Choosing a fair location:

As you plan for the health fair, you must consider many factors, but few will be as important as location. What makes for a good site? A good location is one that is frequented by the population you're trying to reach. Consider who your target audience is and what location is most inviting, accessible, and familiar to them. Possible locations within most communities are:

- **schools.** People know where schools are located and they are part of the community. There may be adequate space outside on the playground or sports field if it's a good day. The cafeteria, classrooms, and/or gymnasium could be used if the weather precludes an outdoor event. Ample parking also adds to the appeal of such a site.

- **malls.** Once again, remember to keep all the components of the fair in mind as you plan. You can build in sponsors and promotion when you choose a location. A mall is a good choice. It is larger than your local school, people know where it is, and, most importantly, the businesses in the mall will be interested in an event that is going to attract customers. In addition, the businesses in the mall are potential advertisers and sponsors.

- **hospitals.** A hospital is a good choice. You can partner with your local hospital to host the fair. As a partner, they will be interested in publicizing the fair and potentially have "in-kind" resources to help support it. In addition, if your fair goal is to change health outcomes, you will already have buy-in from the local medical community.

- **churches.** In some communities the church is the centerpiece. It is where the community comes to share its events together. There is often space in a fellowship or events hall as well as in classrooms.

Once you have made some preliminary decisions regarding where you want to hold the health fair, it is time to make some comparisons.

Fair Location Comparison Chart

	SITE 1	SITE 2	SITE 3
Restrooms How many are available at each site?			
Are they handicapped-accessible?			
Parking Is there plenty?			
Is it handicapped-accessible?			
Will participants need parking permits? (Make arrangements ahead of time with community parking law enforcement for permits, traffic direction, etc.)			
Public Transportation How accessible is it?			
What is the cost?			
Security Will you need to hire security?			
Will participants feel secure coming and going?			
Running Water Do any exhibitors need access to water?			
Is there access to water?			
Electrical Outlets Do exhibitors need an electrical outlet for their displays?			
Is there accessibility to electrical outlets? How many? How accessible?			

	SITE 1	SITE 2	SITE 3
Public Safety What does the location require in terms of liability insurance?			
What is its proximity to heavy traffic?			
Flow Patterns Is there adequate space for booths and people to roam through? (see next section on this topic)			
Fire Codes What are your local fire codes?			
What are the location's fire codes?			
Will the fair be in accordance to them?			
Entertainment Is there adequate space?			
What are their specific needs such as extra electrical power or a stage?			
Public Telephones Are there public telephones?			
Are the telephones handicapped-accessible?			
Do the telephones work?			
Other			

Flow patterns of fair location:

The flow pattern is the manner in which the participants move through the fair. When you are choosing a location, it is important to consider this issue ahead of time. A bad flow pattern can discourage both exhibitors and participants from coming back next year. Be sure you

- plan layout of booths to prevent problems and to create an inviting atmosphere,
- consider various methods to move participants through the fair,
- select a layout that encourages participants to visit every exhibit (see examples listed below),
- think about creative ways to move participants through the fair,
- avoid clumping exhibitors that may be major draws — spread them out to avoid congestion problems,
- create a map of the table layout as well as the specific table locations for each exhibitor before you set-up. This map will help you organize volunteers and exhibitors and help exhibitors, volunteers and possibly participants know where points of interest are located (restrooms, information booth, phones, etc.),
- label each table when you set up to help exhibitors find their tables, and
- be careful not to create limited walking space or mazes which could cause confusion and congestion.

Examples of methods for moving participants through the fair

Brochure/Map

Design a brochure that features a map of the exhibitors and their locations at the fair on one side and includes an evaluation form on the other. Once the evaluation is completed, it becomes the participant's entry into a drawing for a grand prize donated by a local business. This helps the participant move through the fair and ensures that a participant evaluation questionnaire is completed and collected.

Bingo Card

Broward County, Florida used a bingo card to facilitate the flow of participants at its child health fair. Each exhibitor had a designated box on the bingo card that was stamped when the person visited the booth (each booth also had small giveaways as incentives). Once the bingo card was filled and the evaluation on the back was completed, the participant turned the card in at the information booth and they were then registered for the grand prize drawing. This method provided an incentive for participants to visit each booth and ensured that participant evaluation questionnaires were completed and collected. Sample of a bingo card follows on the next page.

Sample bingo card to facilitate the flow of participants

HELP ME LEARN - HELP ME GROW

CHILD HEALTH FAIR

Saturday, October 9, 1993 - Lauderhill Mall

NAME _____

PHONE NO. _____

1 REGISTER FOR **GRAND PRIZE DRAWING.** PROCEED TO THE HEALTH SECTION.	2A GOOD TEETH ARE IMPORTANT FOR GOOD HEALTH.	2B CHECK YOUR IRON STORES. ASK THE NURSE.	**AWARD** YOU DESERVE IT! PICK UP A FRUIT JUICE OR FRUIT AT THE **FRUIT GROUP TABLE.**
2C ARE YOUR CHILDREN GROWING AS EXPECTED? CHECK HEIGHT, WEIGHT.	2D DO YOU NEED TO BE IN THE WIC PROGRAM?	**AWARD** ARE YOU GETTING TIRED? HAVE A TASTE OF THE **VEGETABLE GROUP.**	2E FREE - FREE IMMUNIZATIONS
3A D PARENTING IS NOT AS DIFFICULT AS YOU THINK. LET US GIVE YOU SOME HINTS.	**AWARD** YOU ARE LEARNING A LOT! HAVE A SNACK FROM THE **PROTEIN GROUP.**	4A B ARE YOU CONCERNED ABOUT YOUR CHILD'S SAFETY?	5A EATING WELL DURING PREGNANCY IS ESSENTIAL TO YOUR BABY'S HEALTH.
AWARD YOU DESERVE A DOUBLE AWARD. HAVE SNACK FROM THE BREAD AND MILK GROUPS.	5B COME AND SEE US AND LEARN ABOUT MEAL PLANNING.	5C FEEDING CHILDREN IS DIFFICULT BUT MUST BE PLANNED. COME TO SEE US.	5D GOOD NUTRITION IS NOT EXPENSIVE!
5E MOTHER'S MILK IS BEST. BREAST FEED YOUR BABY!	5F PLAN ALL YOUR MEALS AND SNACKS WITH THE **FOOD PYRAMID GUIDE**	6A J WHO TO CALL WHEN YOU NEED HELP.	**THE END!** MAKE SURE ALL OF THE SQUARES ARE STAMPED. BRING THIS FORM TO THE REGISTRATION DESK FOR GRAND PRIZE DRAWING. HAVE FUN!

You must visit all of the tables and have all of the squares stamped in order to qualify for GRAND PRIZE DRAWING.

Volunteers

The volunteer movement has been encompassed by the community service movement. You will possibly find organizations and businesses looking for opportunities to get involved in their community and the relatively short time commitment of volunteering at the health fair may appeal to them.

Recruiting:

Things to keep in mind when recruiting volunteers:

- Present the fair as a great opportunity that you don't want them to miss.
- Every volunteer should have a job to do! Do not recruit volunteers until you have clearly defined what you want them to do.
- Focus on what a prospective volunteer will contribute and accomplish, not on how much they are needed.
- Tell the truth — clearly state your expectations. If the prospective volunteer cannot deal with your requirements, he or she will not agree to help. This way you will be screening out someone who is unwilling to do the work.
- Get out and do it! Speak to potential organizations and tell them about the volunteering opportunity you have to offer.

Who to recruit:

The following is a list of potential organizations possibly outside of the community task force that you could contact about volunteering at the health fair.

- Civic organizations (Kiwanis, Lions, American Association of University Women, etc.)
- Local high school or college clubs, fraternities or sororities
- Organizations that include your target audience (PTAs, neighborhood associations, etc.)
- Parent Teacher Associations/Organizations
- Adult Education Classes
- Boys' and Girls' Clubs (depending on the age of the boys and girls and the volunteer opportunity you have to offer)
- Scouting (depends on the age of the scouts and the volunteer opportunity you have to offer)
- Area agencies for aging (statewide listings are usually available through the state office on aging)
- Community Service organizations (Habitat for Humanity, Doing Something, etc.)
- Local Health Departments
- Churches, Synagogue, Mosque congregations, classes, or study groups

Tasks for Volunteers:
Volunteers want to help but as stated before they need to have specified tasks. There is a variety of tasks that volunteers can perform. Examples include:

Before the fair
- be assigned to coordinate an area or screening site at the fair
- set-up

At the fair
- staffing the information booth and lost & found table
- roving through the fair providing whatever assistance is needed

After the fair
- clean-up

Sample set-up and clean-up lists

Set-up

When will your fair location permit you to set-up (tables, chairs, plants, etc.)?

When is it most convenient for volunteers to set-up for the fair (night before, several hours before on the day of the fair, etc.)?

What has to be delivered (tables, chairs, plants, etc.)? Who is going to do this?

Who is going to be at the fair location early on the day of the event to assist exhibitors in setting-up?

Have the exhibitors been told the procedure for setting-up?

Clean-up

What does your location require (vacuuming, clean-up by a specified time, etc.)?

Who is going to pick-up and empty the trash?

Who is going to clean/sweep the grounds/floors?

Who is going to "break down" and return the chairs, tables, plants, etc?

Will the parking area need to be cleaned up?

Supervising Volunteers:

Similar to having specific tasks for volunteers to do, it is important to supervise the volunteers. Providing them with information before, during and after the fair will help ensure their fulfillment in being a fair volunteer so they will want to volunteer next year. The following suggestions should help.

- Volunteers are rarely early. Ask them to arrive 15 minutes earlier than you actually need them to arrive.
- Decide when you want to set-up — the night before or several hours before the fair begins.
- Provide an orientation session for volunteers either a day before the fair or the day of the fair before it begins.
- At the orientation session, provide each volunteer with a map of the booths and a description of their responsibilities.
- Send letters ahead of time to confirm that they are volunteering. In the letter state both the date and time as well as your expectations.
- Call volunteers the day before to remind them.
- Always schedule "floaters." Floaters are volunteers without a specific job; they can fill in for other volunteers who may not show up or they can perform last minute tasks.
- Create name tags so the volunteers can be addressed by name and so they have an unified look.
- On a map of the fair, note for yourself where each volunteer will be and create a chart with each volunteer's name, phone number, address, assigned shift and assigned duty.

Thanking Volunteers:

You must thank your volunteers! You want them to enjoy their volunteer experience and feel they have done something meaningful and helpful. Just as importantly — you want them to volunteer next year. Create a variety of ways to recognize and show appreciation for your volunteers. Below are a few suggestions.

- List them individually or by organization on flyers and any other fair publicity.
- Give them certificates of appreciation after the fair.
- Send them thank-you letters after the fair.
- Thank them verbally throughout the day.

Sample Information for Volunteers

Other Services That Help Make This Day Possible Are:

Communication
Volunteers will help direct participants throughout the day.

Data Entry
Volunteers will enter data on all participants for follow-up and tracking.

Food Service
Healthy lunch and snacks offered in the cafeteria at a modest cost.

Main Registration
Volunteers to register each participant throughout the day.

Outreach and Transportation
Volunteers will provide free transportation to and from Health Fair for citizens of both counties.

Promotion
Volunteers will spread the word throughout our community of Health Fair Services.

Set-up and Tear Down
Volunteers from Nadua High School will transport equipment and supplies and assist in the set-up and tear down of Health Fair.

Volunteer Lounge
Light refreshments will be available for all volunteers throughout the day. Please no food or drink outside this room.

Sample Certificate of Appreciation

The Metropolitan Life Foundation

Help Me Learn, Help Me Grow/
Ayudame A Apreder, Ayudame A Crecer

Parent Awareness Project

Ingrid Francen

National Health and Education Consortium

Tamara Loveland

Sample Sign-up Sheet

Name	Phone Number	Address	Affiliate Organization	Fair Duty and Shift Time
Tessa Marshall	(333) 555-4324	101 Main Street AnyTown, ST 00000	XXX Sorority	Attending the information booth from 11:00am-1:00pm
Mary Metcalfe	(333) 555-1234	234 Some Street AnyTown, ST 00000	AnyTown Church Young Adult Sunday School Class	Monitoring section 2 from 1:00pm-3:00pm
Dana Sullivan	(333) 555-0987	758 First Avenue AnyTown, ST 00000	AnyTown Rotary Club	Attending the sign-in booth from 9:00am-11:00am

Sign-up Sheet

Name	Phone Number	Address	Affiliate Organization	Fair Duty and Shift Time

Screenings and Services Fair Planning Logistics

As mentioned in previous sections, there are various kinds of health fairs. This section discusses the additional issues to consider if you choose to hold a fair aimed at changing health outcomes in your community. A screening and service fair provides health screenings and services for the community (for more information see Appendix A). The specific screenings and services chosen for the fair should be based on the community assessment. Additional issues to consider fall into the following five areas:

- coordinators;
- registration;
- screening follow-up;
- evaluation; and,
- logistics.

The key to a successful screenings and services health fair is a good database and a reliable group of volunteers.

Coordinators:

For example, one community organizes the layout of the screenings and services fair and the fair volunteers by designating one volunteer coordinator for each screening or service. The overall fair coordinator begins holding monthly planning meetings with the screening/service coordinators prior to the fair date. In addition to the monthly meetings, the overall fair coordinator has individual meetings with each coordinator. Each screening/service coordinator is in charge of everything from the set-up/clean-up of the space to the materials being provided at screening/service site. They are also involved in the overall planning of the fair. Below are listed the various responsibilities that each coordinator has for his/her particular screening/service:

- evaluation (meeting process and outcome goals)
- screening/service site registration
- set-up and clean-up (decorating space and cleaning it up)
- providing materials for participants (this includes researching and contacting organizations that provide free materials such as the American Cancer Society. Note: Coordinate materials gathering with all coordinators to avoid several different people contacting the same organization)

- soliciting giveaways from local businesses (Note: corporate giveaways can be solicited through a letter campaign from the overall coordinator — see page 30)
- producing a radio PSA (see the promotion section) for their particular screening/service
- developing screening/service goals based on the U.S. goals from *Healthy People 2000*[1] and *Healthy Children 2000*[2]

The overall fair coordinator is responsible for finding the volunteer professionals (such as physicians, nurses, nurse practitioners and dentists) for each screening/service as well as other logistics of the fair.

Registration

Registration is key to referral and follow-up of screenings and services. It is important that the site chosen for the fair has or can be designed to have one entrance. At the entrance each participant fills out several forms, which include demographic information, primary care physician's name and address, participant's name and address and a release form so results and referrals can be sent to the participant's physician. Each participant is given a participant number which is placed on all forms as well as on his/her name tag. The participant can be given a map of the fair and suggested screenings and services based on their age.

Couriers run information forms from registration tables to a data-entry person throughout the day. At the end of the day there is a disk with all the participant's information entered in a database. (Note: Entering data at the fair saves time, but requires computer(s) set-up on site and volunteers to enter data.)

In addition to main registration, each screening/service registers each participant by name and participant number. This helps with tracking results and referrals as well as with evaluation.

Screening follow-up

Results, including referrals from all of the screenings, are sent to the overall fair coordinator who adds this information into the database. A follow-up letter or notice should be mailed to every participant. This letter should be a reminder of any referral he/she was given at the fair and who to contact to follow up. Follow-up phone calls to participants can be made three months after the fair to determine if participants have followed up on any referrals from the fair and to get from them feedback about the fair. The "case" is considered closed once the follow-up phone call is made and their feedback about the fair is received.

Evaluation

Information gathered through both the main and the individual screening/service registrations such as the number of participants at the fair, number of participants at each screening/service,

---

[1] *Healthy People 2000* reports national health promotion and disease prevention objectives for the United States. Produced by the U.S. Department of Health and Human Services' Public Health Service. To order a copy: mail or fax your order to the Superintendent of Documents, P.O. Box 371954, Pittsburgh, PA 15250-7954; fax number (202) 512-2250. The stock number is 017-001-00474-0 — the cost is $31.00.

[2] *Healthy Children 2000* is a document released in 1991 by the Department of Health and Human Services as a special compendium to *Healthy People 2000*. The document contains approximately 170 national health promotion and disease prevention objectives affecting mothers, infants, children, adolescents and youths. To order the document call Jones & Bartlett Publishers at 1-800-832-0034. The cost is $26.25 and the publication number is HRSA MCH 91-2.

and number of screenings/services that each participant received is compiled into the database. Analysis of the community's response to the fair and of the financial benefits* of the fair can be completed from this information.

Evaluation forms can be given to the volunteer coordinator of each screening/service who will then get feedback from their volunteers — lay and professional — about the process.

Data, including results and referrals, number of participants attending the fair and financial benefits of the fair can be compared from year to year to determine the fair's effect on the community.

LOGISTICS

There are additional logistics to consider when planning a screenings/services fair.

Hazardous Waste

Hazardous waste disposal is a major logistics issue if you are planning to provide screenings and services. Hazardous waste containers will need to be provided at each screening and service site that needs them and a designated volunteer will need to be trained in how to properly collect and handle hazardous waste. In addition, someone on the task force will need to get a license to carry the hazardous waste materials to a disposal site.

Liability

Liability issues to consider:

- medical service liability
- delivery of lab samples
- false lab results

Lab Testing

Contact regional or local medical labs about providing lab testing services as an in-kind donation. Someone on the task force will need to be responsible (and trained if needed) for getting the samples to the labs. You may get a medical professional to volunteer for this.

Equipment

Medical

A task force member needs to coordinate solicitation of in-kind medical supplies and arrange for borrowing medical equipment needed from local health centers. They will also be responsible for coordinating the delivery of the borrowed equipment to and from the fair site.

Non-Medical

Computers that all use the same database software are needed for data entry. A volunteer needs to coordinate borrowing computers and the logistics of using the computers (disks, software, power supply, etc.). Another volunteer needs to be responsible for collecting the disks at the end of the day and consolidating the information.

*Financial benefits can be computed by calculating the cost of the screenings/services provided at the fair times the number of participants who received them. An example of this is provided in the financing section.

Sample Participant Registration Form for Screening and Service Fair

Registration # _____

Vol. Reg. Number #V _____
Occupation _____
Volunteer in _____

Salu _____
First _____
Last _____
Street _____
Town _____
State _____
Zip _____
Phone _____
Age _____ (If less than 1 year, enter 0)
Sex _____ (Enter M=Male, F=Female)
Race _____ (Enter B=Black, W=White, O=Other)
Physician Name _____
Physician Street _____
Physician Town _____
Physician State _____
Physician Zip _____
Health Fair Location _____ (1= Nandua, 2=Arcadia, 3=Northampton)

Cholesterol
PAP
S1
R1
S2
R2
S3
R3
S4
R4

Sample Participant Referral Sheet

Health Fair 95

Service Referral Sheet

In order to make referrals for Health Fair, please **clearly** and completely fill in this form on each participant who needs to have follow-up. Be specific in regards to **physician** and **for what reason participant is being referred.**

Participant's # (from name tag)	Participant's Name (from name tag)	Participant's Phone Number	Referred to	For What (be specific)
1 007	Mary Doe	555-2203	Dr. Jones	Lump/Rt. Breast
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				

Service Referral Sheet

In order to make referrals for Health Fair, please **clearly** and completely fill in this form on each participant who needs to have follow-up. Be specific in regards to **physician** and **for what reason participant is being referred.**

Participant's # (from name tag)	Participant's Name (from name tag)	Participant's Phone Number	Referred to	For What (be specific)
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				

Sample Letter to Health Service Volunteers

January 25, 1995

Dear Friend of Health Fair,

The 17th annual Health Fair plans are underway. Saturday, March 18, from 9:00 a.m. to 3:00 p.m. marks the date we will be returning to Nadua High School in Olney. This year's fair will have the theme: *"Great to be Healthy and Alive at Health Fair '95"* and will have a strong emphasis on anti-tobacco and safety issues.

The Health Fair will continue to provide screenings where early detection can impact treatment, such as breast self exam, mammography, pap/pelvic exam, cholesterol, blood pressure, oral and skin cancer screenings. Other services we will offer are Healthy Lungs, Arthritis, Diabetes, Foot Check, Vision/Glaucoma, Men's Health and more. We will also continue to provide education on risk factors and healthy lifestyle choices and how they directly impact on prevention.

I hope your calendar will allow you to volunteer and share your skills and expertise with the folks of the Eastern Shore. If you any questions, call me at (xxxx) xxx-xxx. Please thoroughly complete and return the enclosed stamped card with your intention by February 6th. I look forward to working with you.

Sincerely,

N. J. Planner
Certified Health Education Specialist

Sample Response Card Enclosed in Letter

Eastern Shore Health Fair 1995
March 18, 1995

Please complete and return by February 6, 1995

1. ___ Yes ___ all day ___ a.m. only ___ p.m. only *(circle one)*
___ No

2. Please name the medical screenings you prefer to provide.

3. List equipment you will provide.

4. List what you need me to provide.

Print Name_____ Phone_____

Mailing Address_____

_____ Zip Code_____

Sample Program of Medical Services Offered at a Fair

Nadua High School
Saturday, March 18, 1995

"Great To Be Healthy and Alive at Health Fair '95"

A day of complimentary health screenings for all ages. Doctors, nurses, specialists, and trained volunteers do on-site medical screenings, referrals made when necessary. **Co-sponsored by Eastern Shore Rural Health System, Inc. and Accomack County Public Schools.**

Medical Services

1. Arthritis Information	Therapist will screen. Counseling for more comfortable daily living and information on arthritis support groups and lupus.
2. Blood Pressure Library	Trained personnel will check blood pressure, height and weight, for participants 18 and up. Counseling and referral available. If you are going into Healthy Hearts, Diabetes, Healthy Lungs, Men's Health or Women's Pavilion be sure to get your blood pressure checked first.
3. Cholesterol Screening Rooms 200, 201 and Lab C	Free blood test for total cholesterol levels for men and women age 18 and up. This service open all day and you do not need to fast for this test. Nutritionists will counsel on cholesterol.
4. Diabetes Screening Room 104	ADA Risk Screen offered. If you score 6 or higher, or if you have diabetes you get a free glucose test. Counseling on how to prevent or reduce damage to kidneys, heart, feet, and eyes. If you've had diabetes for 5 years or more you get a free urine test. Free gifts and door prizes.
5. Ear, Nose & Throat Guidance Office	Ear, Nose & Throat Physicians available to check all children and adults for ear, nose and throat problems. Hearing screening available for all participants.
6. Foot Check Room 105	Podiatrist will evaluate feet for problems such as loss of sensation, and educate on proper foot care and hygiene.
7. For Your Information Gymnasium	Agencies and associations will display information about the services they provide in the community. Drawings for prizes held throughout the day.
8. Healthy Hearts Room 107	Heart Disease Risk assessment done for each participant and counseling on risk reduction.

9. Healthy Lungs Room 108	Pulmonologist and respiratory therapist will assess and screen for lung problems with free lung-age test. Information on how to quit smoking, asthma and more.
10. Healthy Mouths Room 103	Dentists and dental hygienists perform screening for abnormalities and signs of oral cancer. Counseling on oral hygiene.
11. Infants/Toddlers DECA Room	Pediatrician available. Presentations by Speech-Language Pathologist and Pediatric Physical Therapist on "How Baby Learns to Talk," "How Baby Learns to Walk." Weights and measurements, displays and instruction on age-appropriate play. Door prizes.
12. Kids' Dental (Next to Kid's Health)	Dental hygienists check mouths and counsel on proper ways to brush teeth. Games to play and prizes to win!
13. Kids' Health Health Occupations Room	Pediatricians available. Nutrition, tobacco, self esteem issues will be creatively demonstrated. Movie, healthy snacks and surprise gift bag! Parent Table.
14. Men's Health Music Room	Doctor will offer screening and counseling for testicular, colon, prostate problems. Information on nutrition, smoking, farm, chemical and boating safety as well as AIDS.
15. Pharmacy Room 106	Pharmacist will counsel on over-the-counter and prescription medicines. Note: Please bring list of current medications being taken to aid the pharmacist.
16. Safety Fair Art Room	Displays and giveaways at the Kids' Safety Fair. Vehicle Safety, Farm Safety, Burn/Scalds Prevention and much, much more!
17. Skin Cancer Screening Room 102	Dermatologists will screen for skin cancers. Counseling on skin cancer prevention, diet, exercise and your skin.
18. Teen Health Room 109	Teens may get their height, weight, blood pressure checked. Information on safety, tobacco and AIDS.
19. Vision/Glaucoma Room 100	Optometrist will check for glaucoma and cataracts. Macular degeneration screening and vision testing available.
20. Women's Pavilion Room 204-209	Physicians will do free pap/pelvic exams and breast exam. Women's health issues such as breast self exam, menopause, pap exam, family planning, breast cancer support groups and much more. Special Gift.

Breast x-ray at reduced cost of $72.00 will be available in the Sentara's mobile mammography unit in the parking lot. Call 1-800-xxx-xxxx for an appointment. Walk-ins accepted on a limited basis.

Sample Referral Follow-up Letter to Screening and Service Fair Participants

To

From: Tangier Health Fair '94

Congratulations and thank you for participating in Tangier Health Fair. This special day helps find health problems you might have and gives you lots of information about good health. Please remember to take care of the health issues listed below.

Referral from: For

If you need help about any referrals above, please call N. J. Planner, Health Education Specialist, at 555-7373.

Any screening results from Tangier Health Fair have been sent to the doctor you listed on your registration form. If you didn't list a doctor, the results have been sent to you. If you do not have a doctor, it's important that you find one and check with him or her on a yearly basis.

Health Tip: *Men* - remember to do your testicular self exam monthly.
Women - remember to do your breast self exam monthly.

Promotion

Although this section is entitled promotion, it includes components of media, public relations, marketing, promotion and communications. To simplify these concepts, we are including all of them under the title, "promotion."

This section discusses the need for promoting the fair as well as various promotional techniques. Remember to plan and think about promotion from the start.

The topics in this section are:

- Definition and importance of promotion
- Advertising Methods
  - Newspaper Supplements/Advertisements
  - Radio Public Service Announcements
  - Community Calendars
  - Media Advisories
  - Incentives and Entertainment
- Community Partnerships
  - Pro Bono Public Relations Work
  - Sponsors' Promotion Activities
  - Exhibitors' Promotion Activities
  - Religious Organizations' Bulletins

Definition and Importance of Promotion

The goal of promotion is raising general awareness that the fair is taking place, while informing the public in a positive manner about the importance of child and family health. Basically, you will be "selling" the fair to everyone — the participants, exhibitors, task force members, sponsors, volunteers, media professionals and the community at large.

In promoting the fair, it is important to gather all available information about the fair including the community assessment (see pre-planning section), the fair's goals and mission statement (see pre-planning section) and the information gathered through past fairs (see planning section — evaluation). It is also important to have information about the target audience - the group to whom you are selling the fair.

As stated in the pre-planning section, it would be helpful to invite a marketing/public relations professional to be a member of the community task force. They will know how to creatively promote the fair as well as have professional relationships to provide entry into the media, marketing and promotion arena.

A variety of methods can be used to promote the fair. Promotional methods are divided into two areas — advertising and community partnerships.

Advertising Methods

Newspaper Supplements and Advertisements

Some local newspapers will provide free or discounted supplements or advertisements about the fair prior to the fair date. If it is at a discount, the task force can sell advertisements within the supplement to cover the remaining cost. This supplement or advertisement will not only raise awareness of the fair — thereby increasing attendance — but will also inform readers about related issues that you would like to promote. Don't forget about smaller more targeted community newspapers.

Radio Public Service Announcements (PSAs)

Free air time for public service announcements (also called public service advertisements or PSAs) is available on television and radio to community organizations. These messages must contain noncommercial information that is beneficial to the community. Because stations receive a license to use the public airways, they are required by law to carry public service programming and messages.

Before launching a PSA campaign, contact public service directors at individual stations and arrange to meet with them personally to learn more about their PSA guidelines. These people are valuable station contacts and might be interested in joining the task force. Determine what their format requirements are for PSAs. Radio stations will use cassettes, reel-to-reels, and/or scripts. It is a good idea to include the written scripts even if not requested.

Things to remember when writing a radio PSA:

- There are varying PSA lengths. Ten seconds of air time is approximately 25 words. Thirty seconds of air time is approximately 75 words.
- Write short, upbeat sentences.
- Tell the audience who, what, when, where, and why.
- Use the fair's focus statement.
- Tell the audience to contact the task force for more information. Use a telephone number only if your office can handle a volume of incoming calls in the early morning or evening hours.
- You may want to mention sponsors and funders depending on length of PSA. Don't leave any one sponsor or funder out if you do choose to do this.

Try to monitor the PSA usage. This is a good way of showing sponsors and funders that the information is getting out. To monitor, supply the stations with a reply card, which they can send back to indicate if, when and how often the PSAs were used. The reply card can be simply laid out on a personal computer, or even handwritten on index cards. Design it to resemble a magazine business reply card and pre-stamp it if your budget permits.

Community Calendars

Many local television and radio stations have community calendars which are a free public service. Call your local television and/or radio station to get information about listing the fair on their calendars.

Media Advisories

Sending a media advisory to the local news media (newspapers, television and radio stations) is another way to notify the media about the fair. The media advisory should explain the who, what, where, when and why of the fair and should provide just enough information to entice media to cover the fair. Advisories are meant to persuade reporters to cover the fair *before* it happens.

Send advisories to local media outlets. It is helpful to target reporters who cover health, education, children and families, and community events, or those who work on related issues. If you do not have a specific name, address the advisory to the Assignment Editor at television stations, the News Director at radio stations and to the City Editor at newspapers. Send advisories at least three to five days in advance but no more than a week, unless holidays will interfere with the timing. If you send the advisory too far in advance, it may get lost.

A media advisory should be no longer than one page and include:

- A brief headline describing the fair.
- The words "MEDIA ADVISORY" (in all capitals) in the top left corner of the page.
- Its date or date to be released, (usually the day you send it).
- Contact names and phone numbers (reporters may have questions or want more information or an interview).
- The date, time and place highlighted.
- A brief description of the purpose of the fair and what will take place — who the exhibitors will be, etc.
- Indication of the end of the page by placing a "—30—" or "###," which are universal end-symbols used by news organizations.

Incentives and Entertainment

Having incentives and entertainment will promote the fair in two ways. One way is through the attraction of what individuals will "get" at the fair. If they know there is a chance to win a microwave, get their child immunized, or eat good food, they will more likely want to attend. Some communities write letters to national corporations (see page 30) requesting samples of their products to be given away at the fair. Entertainment can promote the fair through word of mouth. If someone's daughter or son is performing, that person will tell others about it and encourage them to attend.

Community Partnerships

Pro Bono Public Relations Work

Many local public relation firms are involved in the community through what is called *pro bono* or free work. That means they will do public relations (PR) work for an activity that benefits the community free of charge, where they would normally charge a client. Approach PR firms in your community. If they are not interested, be sure to ask them to suggest other firms that might be.

Sponsors' Promotional Activities

Sponsors communicate internally and externally in some manner. Suggest to sponsors that they use communication mechanisms that they already have in place to communicate their involvement as well as the importance and date of the fair. A local telephone company may have a newsletter it sends with each bill which could include an article about the fair and or the importance of the issues the fair is addressing. Companies may also have a marquee at their local offices where they could post the date, time, and location of the fair. In addition, they

have some mechanism for communicating with their employees in which they could suggest that employees volunteer at the fair.

Exhibitors' Promotional Activities

Consider asking exhibitors to promote the fair to their clients. This might be done through a flyer, word of mouth or through activities at their site. An example of the latter is what one WIC center did to promote a local community child health fair. In the weeks leading up to the fair, the center's client newsletter featured topics corresponding to topics to be covered at the fair. Also, during the week preceding the fair, the center promoted that fair by selecting daily themes that corresponded to fair topics including nutrition and immunizations.

Religious Organizations' Bulletins

Representitives from local churches, synagogues, temples and other religious groups should be involved in the community task force. Call upon them to promote the fair through their newsletters as well as announcements during their services, supplements to their weekly bulletins and lessons and announcements in their newsletters to their congregation.

Sample Promotional Flyer

WE INVITE YOU TO COME AND JOIN US

FOR THE SECOND ANNUAL

WHERE:
Lauderhill Mall
1267 N. State Road 7
Lauderhill, FL

WHEN:
Saturday,
October 8, 1994

TIME:
10:00 am-3:00 pm

CHILD HEALTH FAIR

FREE OF CHARGE:

Immunizations **Food**
Entertainment **Music** **Facepainting**
Games **Prizes** **Storytelling**

Featuring: The Cooper City Klassy Clowns,
The Ashanti Cultural Ballet & other special guests..

A FUN FILLED DAY
FOR THE ENTIRE FAMILY!!!

For more information call: Gloria Mann, Broward County Cooperative Extension (305)370-37

Sample church bulletin inserts focusing on issues that the fair may be addressing.

Too many babies are dying! Too many babies are born sick!

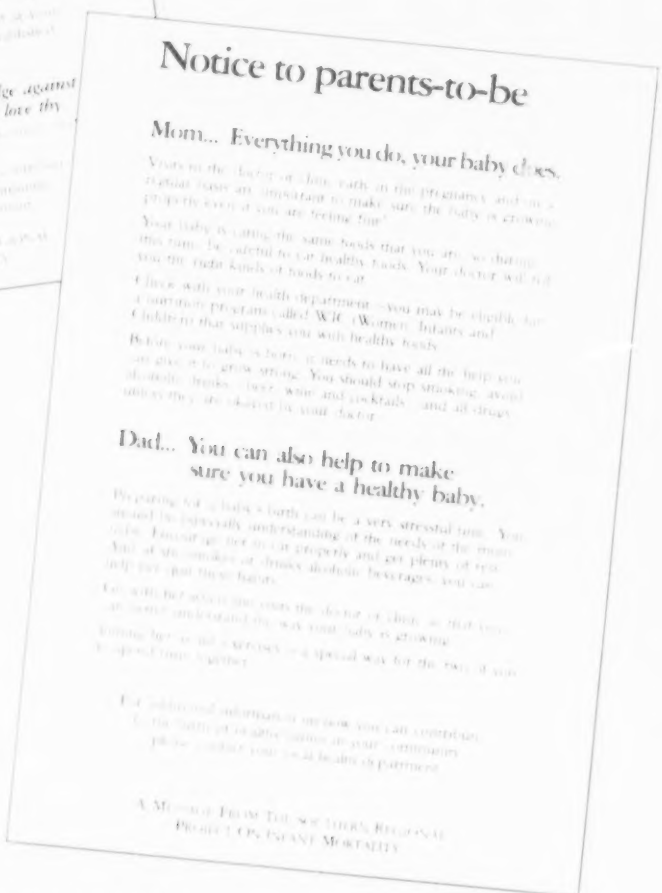
Did you know?

- *In 1989, over 15,000 babies died in the South during the first year of life*
- *10 times as many babies are born too small (below 5½ lbs.) in the South than in the rest of the country*
- *Every year, over a quarter of a million women in the South do not receive adequate prenatal care*
- *You don't have to be a doctor or a nurse to help pregnant women have healthier babies.*

How can you help?

- Volunteer with a local or a perinatal clinic to provide transportation for patients to their appointments.
- Members of the congregation could be matched with mothers-to-be to talk them through and encourage them to keep their prenatal care appointments.
- Donate time or dollars to a local clinic. They often need volunteers, and they almost always need financial support.
- Work for better insurance and help women get access to prenatal care. A referral system could be established with local clinics.

"Thou shalt not avenge, nor bear any grudge against the children of thy people, but thou shalt love thy neighbor as thyself."



Notice to parents-to-be

Mom... Everything you do, your baby does.

Visits to the doctor or clinic early in the pregnancy and on a regular basis are important to make sure the baby is growing properly even if you are feeling fine.

Your baby is eating the same foods that you are, so during this time be careful to eat healthy foods. Your doctor will tell you the right kinds of foods to eat.

Check with your health department — you may be eligible for a nutrition program called WIC (Women, Infants and Children) that supplies you with healthy foods.

Before your baby is born, it needs to have all the help you can give it to grow strong. You should stop smoking, avoid alcoholic drinks — beer, wine and cocktails — and all drugs unless they are ordered by your doctor.

Dad... You can also help to make sure you have a healthy baby.

Preparing for a baby's birth can be a very stressful time. You should be especially understanding of the needs of the mother-to-be. Encourage her to eat properly and get plenty of rest. And of the numbers of drinks alcoholic beverages you take, help her limit these habits.

Go with her when she visits the doctor or clinic so that you can understand the way your baby is growing. Letting her know that it matters to you is a special way for the two of you to spend time together.

For additional information on how you can contribute to the health of mother-babies in your community please contact your local health department.

A Message From The Southern Regional Project On Infant Mortality

BEST COPY AVAILABLE

Sample Promotion Components and Strategies for a Fair

Great to be Healthy and Alive at Health Fair '95

Saturday March 18th • 9:00 am - 3:00 pm
Nadua High School

Components and Strategy for Promotion

Eastern Shore News

- Coverage at 1 coordinators' meeting
- Feature article to include map and service description
- Coverage of the day

Radio

- WESR, MY 106-107 to include individual coordinators out on their service
- Interview with H.F. planner 2 weeks before day
- Broadcast the day of the fair

Cable

- Community Calendar of events
- Arrange to have tape run of previous Fair to promote day the week before
- Tape this year's fair

Fliers

- Businesses, Restaurants
- Church Bulletins
- Social Services

Poster

- Businesses, Restaurants
- Health & Human Service Organizations
- Coordinators Help

Newsletter

- NAM
- County Line
- ADA
- AARP
- DP&L
- A&N Electric
- CBS
- Schools

Marquees/Signs

- Farmers and Merchants Bank
- Local Businesses
- Arcadia High School marquee and sign construction

"We keep thinking about evaluations as autopsies instead of smoke detectors. You have to start the evaluation process early so that learning starts from day one."

—Susan Phillíber of Phillíber Research Associates

Evaluation

Tracking information on exhibitors, participants, volunteers and even sponsors is important in gathering good data for evaluation purposes. The information gained from the evaluation can be used to attract sponsors, exhibitors, participants, and media for your fair next year in addition to making it a better fair. There are several different items you will want to track and evaluate. This section will discuss how to track this information and evaluate it as well as what to do with the information once you have it.

The following topics are covered in this section:

- Importance of evaluation
- Types of evaluation
- Times to evaluate
- Who to evaluate
- Ways to evaluate
- What to do with evaluation information
- Sample evaluations

Importance of Evaluation

By evaluating how the fair was handled (process evaluation) as well as determining what happened as a result of the fair (outcome evaluation), you are gathering vital information that will help you in planning future fairs. How?

You will learn:

- which exhibitors to invite back;
- which procedures worked and which did not;
- if the exhibitors felt that their booths got enough exposure;
- if the layout of the fair needs improvement;
- if the site was convenient to participants and to exhibitors; and
- what the volunteers thought of the instructions they were given.

Essentially, you will know what to keep for next year and what to change.

Evaluation results — particularly attendance numbers, the demographics of those attending and overall response to the fair — provide you with valuable information to use in approaching potential funders. Everyone wants to support a winner.

Types of Evaluation

A process evaluation is an examination of the logistics of the fair. You can get feedback on this issue from any and all of the perspectives involved — participants, exhibitors, volunteers, planners, staff.

An outcome evaluation is an examination of any changes that resulted from participation in the fair. This can include whether you met your goal/mission statement, other service specific goals, or health outcomes of participants. In setting goals, you may want to use *Healthy People 2000*[7] and *Healthy Children 2000*[8] as guides.

When to Evaluate

You can evaluate before, during and/or after the fair. By evaluating before and after, you will be able to compare data. As a result of evaluating the fair each year, you will have additional data to compare. If the community is assessed prior to the fair, it would be useful to do a community assessment after the fair to analyze any changes.

Who to Evaluate

You can evaluate any individual or group involved with the fair — task force members, participants, exhibitors, volunteers, and sponsors. By questioning all those involved, you will get different comments on and perspectives about the fair. This will help you determine if any changes are needed to improve future fairs.

---

[7] *Healthy People 2000: National Health Promotion and Disease Prevention Objectives* is a document released by the Department of Health and Human Services in 1990. The document contains a national strategy for significantly improving the health of the Nation during the 1990's. It addresses the prevention of major chronic illnesses, injuries, and infectious diseases.

[8] *Healthy Children 2000* is a document released in 1991 by the Department of Health and Human Services as a special compendium to *Healthy People 2000*. The document contains approximately 170 national health promotion and disease prevention objectives affecting mothers, infants, children, adolescents and youth. See page 56 for ordering information.

Ways to Evaluate

Questionnaires can be used to get process feedback from volunteers, coordinators, staff and/or exhibitors. Some communities invite a group of people they wish to get feedback from to a breakfast meeting on the Monday following the Saturday fair. During the fair, volunteers can roam around and solicit process feedback from participants and exhibitors. As mentioned before, many communities use a bingo card or map (see logistics section's subsection on flow patterns) as an evaluation questionnaire, which is then turned in as the participants register for a prize drawing. Some communities ask process evaluation questions when follow-up calls are made to participants about health screening results.

What to do with Evaluation Information

Information gathered from the process evaluation can be organized and used in planning next year's fair. The information gathered from the outcome evaluation can be used to determine if the fair is having any positive impact in the community. Remember to note the degree to which the fair met its goals as well as positive impact it may be making that you had not anticipated. It is also important to be aware of any negative impact the fair may have had in the community. All of this information can help with planning future fairs and/or can be used as promotional material to solicit other exhibitors, practitioners, participants, sponsors, media, and community support.

In addition, this information may help identify needs beyond the health fair itself, such as school-based services and/or increased funding for community based organizations.

Sample Evaluation Form

Help Us to Serve You Better:

	Yes	No	Don't Know
Did you enjoy this event?	___	___	___
Was the information useful?	___	___	___
Did you enjoy the Learning Section?	___	___	___
Did you like the entertainment?	___	___	___
Would you attend [illegible] next year?	___	___	___

Thank you for answering these questions.

Appendix A

To help better understand a screening and service fair, the following project summary is provided.

Eastern Shore Rural Health System, INC.
Eight North Street
Onancock, Virginia 23417

Tangier Health Fair Project Summary

Health, Social and Community needs addressed by project and underserved/vulnerable population served

Tangier Island is a 3 mile island in the Chesapeake Bay, 8 miles from Virginia's Eastern Shore with a population of 700 people. Their primary occupation is harvesting the water and tourist trade which are both seasonal. There is a "Combined School" which educates approximately 125 students. The Island has a recreation hall, however there aren't any organized activities or departments of parks and recreation. The main sources of transportation are mo-peds and golf carts with only 2 trucks and one van to supplement. There are no governmental offices on the Island, however services are provided by agencies from the mainland.

Without a full time physician, hospital, or pharmacy, the islanders depend on air or water transport for delivery of health care. An example of this is when a pregnant woman is nearing her delivery date, she travels to the mainland to be closer to a hospital. Currently a dentist and two family practice physicians fly over once a week, on separate days. There is a home health nurse living on the Island, who is also a teacher in the school. All of these individuals share a small medical center which houses all medical records. Their emergency medical services depend entirely upon accessibility to emergency air transport or a waterman with a fast boat.

Needs assessments and statistical data analysis have identified above the state average rates of cardiovascular disease and cancer. Their genetic disposition, dietary habits, and exposure to the elements due to their main occupation have been attributed to these findings. Eastern Shore Rural Health(ESRH) has responded to this by sponsoring a Health Fair.

Partnerships formed and collaboration involved and characteristics of the service delivery system and services delivered.

Each year **ESRH** in collaboration with many health and human service organizations host a day of 18 free medical screenings and health promotion opportunities focusing on cancer and cardiovascular risk reduction.
Those organizations include:

- Eastern Shore Health District: Blood Pressure Screening
- Eastern Shore SAFE KIDS Coalition: Information/ Bike Helmets
- American Lung Association: Literature
- Accomack County Schools: Co-sponsorship facility, staff and students

- NAM Hospital: Pharmacy and Respiratory services
- American Heart Association: Literature and Displays
- American Cancer Society: Literature
- Sentara Health Care System: Free pap readings
- V.A. Medical Center: Pulmonology, Cardiology
- Peninsula Regional Medical Center: Free Cholesterol screening
- Tangier Cruises: Free transportation
- Old Dominion University: School of Dental Hygiene and Physical Therapy
- Tangier Town Council
- Philippine Medical and Nurses Association

Recruitment of providers usually results in an average of 18 volunteer physicians with 70 support staff of nurses, technicians and health educators. Screenings include blood pressure, cholesterol, circulation, diabetes, skin, oral cancer, prostate, colo-rectal, uterine/cervical, and breast cancer in addition to ear, nose & throat, heart, lungs, hearing, and arthritis. See service description attachment.

Features of the developmental process, system of services that make this project unique and successful.

Remembering the location of the Island and its somewhat limited opportunities, the success of the Health Fair initially depends on the weather. High winds alone can postpone the day, which has occurred twice in its thirteen year history. However, on the other side of that issue, there is a captive audience upon our arrival with 44-47% of the population attending the Health Fair.

Follow-up is another feature of this event which is unique. The process, which includes the sending of all lab and other reports to designated primary care physicians and letters to all participants reminding them that their referral is quite thorough. A 3 month follow-up call is made to each of these participants to determine what they have done to access medical care. At this point barriers, such as accessibility, transportation and affordability are identified and eliminated. Case studies are available upon request.

Five years of tracking indicate a 15% accessing utilization to primary care physicians. A 60% decrease in blood pressure referrals (none this past year) and a 10% decrease in total cholesterol levels.

Conclusion

Tangier Health Fair concept is producing significant impact on the Islanders, from the importance of taking responsibility for their health care to lowering significant risk factors.

Tracking mechanisms are in place to determine additional impact of the screenings/education. Process and outcome evaluations are done each year to establish service needs of the Island. In addition, this Health Fair is presented on the mainland, the Eastern Shore of Virginia, annually on a much greater scale.

Service Description

Eastern Shore Rural Health System, INC.

Eight North Street • Onancock, Virginia 23417 • Phone: 000-555-7373

Tangier Combined School
Tangier Health Center
October 1, 1994

Join us for **Free Medical and Health Screenings** sponsored by **Eastern Shore Rural Health System, Inc.**, Onancock, Virginia. Doctors, nurses and other health professionals do on-site tests and make immediate referrals as needed. Remember an ounce of prevention is worth a pound of wellness.

Service	Description
1. Adult Oral Cancer Screening	Dentist will examine and counsel dental problems, hygiene and screen for oral cancer.
2. Arthritis	Counseling on comfortable living with arthritis, including diet, exercise and medication.
3. Blood Pressure	Blood pressure will be checked and medication reviewed. Counseling on proper diet and taking medicine. Flu and Pneumonia shots given.
4. Cholesterol	Lab technicians test for cholesterol. You do not have to fast for this test.
5. Diabetes	Certified Diabetes educator will counsel on risk factors and test blood sugars if at risk.
6. Ear, Nose & Throat Exams for Adults and Children	Specialist will examine for wax build up and other ear, nose and throat problems in adults and children.
7. Foot Problems	A foot doctor will examine and counsel on proper foot care.
8. Healthy Hearts	Risk assessment featuring nutrition, exercise, smoking, blood pressure and more will be discussed.
9. Healthy Lungs	Doctor will assess and screen for lung problems.
10. Hearing Checks	Specialist will check your hearing.
11. Kids & Teens	Pediatrician and nurse examine children ages 0 to 18. Heights, weights, blood pressure, and vision checked. Dental check and counseling on how to take care of your teeth. Scoliosis exam. Information on tobacco, safety and nutrition. Prizes too!

12. Men's Health	Doctor will test for testicular, colon, and prostate problems. Weight and blood pressure screening. Physical therapist will counsel on back problems and proper lifting techniques.
13. Pharmacy	Pharmacist available to counsel on medications.
14. Skin Cancer	Dermatologist examines for possible skin cancer. Counseling and referral as needed.
15. Vision/Glaucoma	Testing will be done for vision problems, glaucoma, cataracts and other eye problems. Referrals as needed.
16. Women's Pavilion	Physician will do Pap exams and breast exams. Information on Family planning, Menopause, Breast self-exam, Sexually Transmitted Diseases and women and AIDS.
17. Main Registration	Volunteers will registers each participant at Tangier Health Fair.
18. Service	Volunteers will register participants at each service.

Appendix B

NHEC Overview

The health and education of children are intricately linked. Yet, for a variety of historical and societal reasons, these two critical facets of children's development have been separated. As a result, society finds itself either concerned about the "health" of children or the "education" of children, but is all-too-rarely aware of how the two fields are interdependent.

In 1990, in recognition of the need for better integration of health and education programs for children in this country, the National Health & Education Consortium was established by the National Commission to Prevent Infant Mortality (NCPIM) and the Institute for Educational Leadership (IEL) with core financial support from the Prudential Foundation. As a result of this special partnership, NHEC, from its inception, was a public/private partnership grounded in both the education and health communities.

NHEC now brings together 58 national health and education professional membership associations, representing some 12 million constituents, to design strategies to better coordinate health and education services and programs. It does not represent any particular special interest group, but uniquely can mobilize the collective influence of national membership associations on behalf of its mission.

The National Health & Education Consortium contends that children must be healthy to be able to learn, and that they must be educated to keep themselves healthy for a lifetime. Millions of infants and children lack access to health care or suffer from poor health, leaving them vulnerable to physical and learning problems. And, far too often, information on how to maintain a healthy lifestyle does not reach those in greatest need. Coordination of health and education services for children can enhance their ability to learn, succeed in school and become productive members of society.

NHEC's goals are:

- to improve public policy by addressing the need for a better coordinated health and education delivery system;
- to strengthen communication and dissemination of information between health and education practitioners and policymakers; and,
- to identify exemplary program models and practices which more effectively integrate health and education services.

To accomplish its mission, NHEC produces occasional papers, special reports and major research documents focused on various topics relating to collaboration between the health and education communities. NHEC also provides training and technical assistance to federal, state and local leaders to promote collaborative efforts at all levels of government and in the private sector, and operates a number of special programs.

National Health & Education Consortium Members

American Academy of Family Physicians: represents 71,000 physicians

American Academy of Pediatrics: represents 45,000 pediatricians

American Association of Colleges for Teacher Education: represents 726 colleges and universities with undergraduate or graduate programs to prepare professional educators

American Association of School Administrators: represents 16,000 school administrators, primarily school district superintendents, central office administrators, principals, and professors of educational administration

American College of Nurse-Midwives: founded in 1955, is the national professional organization of over 5,000 certified nurse-midwives and students attending 46 accredited educational programs in nurse-midwifery

American College of Obstetricians and Gynecologists: represents more than 33,000 physicians specializing in obstetric-gynecological care

American Dental Association: represents 140,000 dentists

American Federation of Teachers: represents 750,000 teachers, para-professionals (teacher aides), school-related personnel, health-care workers, federal and state employees

American Hospital Association: represents 5,870 hospitals and over 50,000 physicians

American Indian Health Care Association: represents 36 programs and clinics which focus on the health care of American Indians

American Medical Association: represents 300,000 physicians

American Nurses Association: represents 201,000 registered nurses

American Psychological Association: represents 118,000 clinicians, researchers, educators, consultants and students

American Public Health Association: represents 30,977 physicians, nurses, therapists, health technicians, health support personnel, and other health professionals

American School Food Service Association: represents 65,000 child nutrition and school food service employees

American School Health Association: represents 4,100 health educators, nurses, physicians and dieticians

American Speech-Language-Hearing Association: national, professional, scientific and credentialling association representing 82,000 audiologists and speech-language-hearing scientists

Association for the Care of Children's Health: represents 4,200 nurses, Child Life workers, and parent leaders

Association for Supervision and Curriculum Development: represents 198,000 teachers, school administrators, college professors and school board members

Association of American Medical Colleges: represents 126 U.S. medical schools, 450 teaching hospitals, and 94 academic professional societies

Association of Maternal and Child Health Programs: represents 269 Maternal and Child Health Program directors and staff

Association of Schools of Public Health: represents 14,500 faculty and students at 27 accredited schools of public health

Association of State and Territorial Dental Directors: represents 44 state dental directors nationwide

Association of State and Territorial Health Officials: represents 58 health officers from each of the United States and its territories

Association of Women's Health, Obstetric and Neonatal Nurses: represents 24,700 nurses

Council of Chief State School Officers: represents 56 public officials who head departments of elementary and secondary education in each state and extrastate jurisdiction

Council of the Great City Schools: represents 47 of the largest urban public school districts in the United States

Healthy Mothers, Healthy Babies Coalition: represents over 100 non-profit health education groups, and state and local education groups

National Alliance of Black School Educators: represents 4,000 African-American educators

National Association for Asian & Pacific American Education: represents approximately 500 educators concerned for the educational well-being of Asian and Pacific American students

National Association for the Education of Young Children: represents over 93,000 professionals and others who study or are interested in childhood education and development

National Association of Children's Hospitals and Related Institutions: represents 108 hospitals

National Association of Community Health Centers: represents 800 community, migrant and homeless primary health care centers serving over 8 million patients in medically underserved areas. Centers employ or contract with over 4,000 primary care physicians and 7,250 nurses and mid-level practitioners

National Association of Elementary School Principals: represents 26,000 elementary and middle school principals in the United States, Canada and overseas.

National Association of Hispanic Nurses: represents 1,000 Hispanic nurses.

National Association of Partners in Education: represents 5,500 volunteers, presidents and executives of private businesses, teachers and administrators.

National Association of Pediatric Nurse Associates and Practitioners: represents 4,500 pediatric nurse associates and practitioners.

National Association of School Nurses, Inc.: represents 8,000 school nurses.

National Association of Secondary School Principals: represents 41,000 secondary school principals, administrators, guidance counselors, activities directors and college professors.

National Association of Social Workers, Inc.: represents 145,000 professionals and para-professionals in the field of social work.

National Association of State Boards of Education: represents 600 state boards of education and their members.

National Association of State School Nurse Consultants: represents over 20,000 school nurses in 12,000 school districts with responsibility for comprehensive school health services programs.

National Association of WIC Directors: represents 1,800 state directors, state nutrition coordinators, local agency directors, and Native American WIC directors.

National Black Nurses' Association: represents 7,000 African-American nurses.

National Coalition of Hispanic Health and Human Services Organizations (COSSMHO): represents 12,000 organizations serving the Hispanic population, representing Hispanic physicians, nurses and students.

National Community Education Association: represents 1,550 teachers, superintendents, administrators, community education directors and coordinators, faculty and administrators of teacher education institutions and programs, community activists, private businesses and state administrators.

National Education Association: represents 2.1 million K-12 classroom teachers, professors, educational support personnel and students.

National Head Start Association: represents 5,000 professionals working with Head Start programs nationwide.

National Indian Education Association: represents 2,700 individuals dedicated to promoting quality education for American Indian and Alaskan Native people.

National Medical Association: represents 16,500 primarily African-American minority physicians.

National Mental Health Association: represents 450 local affiliate mental health associations, comprised of mental health care providers and clients, and community mental health centers.

National Perinatal Association: represents 2,500 physicians, nurses, nurse-midwives, social workers and consumers of perinatal services.

National PTA (National Congress of Parents and Teachers): represents 6.8 million parents, K-12 classroom teachers, principals, school administrators and students.

National Rural Health Association: represents 2,000 community, migrant and homeless health centers and their staffs.

National School Boards Association: represents 52 state school board associations.

National School Public Relations Association: represents 2,200 teachers, principals, administrators, retired teachers, students and public relations personnel.

Society for Neuroscience: represents 25,000 neuroscientists.

Zero to Three/National Center for Clinical Infant Programs: Represents over 7,500 programs for high risk children and families, as well as individuals.

National Health & Education Consortium • Publication List and Order Form

Please indicate the number of publications requested in the spaces provided

____ ***The Invisible Disability: Understanding Learning Disabilities in the Context of Health and Education*** (Occasional Paper #11) — Dr. Pasquale Accardo of Cardinal Glennon Children's Hospital of St. Louis examines the roles that the medical/health and education communities can and must play to enable children with learning disabilities to achieve to their maximum learning potential. (1996: $5)

____ ***The Big Red How To Guide: Planning a Health Fair for Children and Families*** (Training Material) — provides step-by-step guidance on planning and implementing a local health fair. (1996: $15)

____ ***Where The Kids Are: How to Work with Schools to Create Elementary School-Based Health Centers, A Primer for Health Professionals*** (Special Report) — targeted to health providers who want to work with educators, the report provides an introduction to school staffing, funding and policy. Includes information on the rationale for elementary health centers and contact names for successful programs. (1995: $15)

____ ***Hidden Casualties: The Relationship Between Violence and Learning*** (Special Report) — Dr. Deborah Prothrow-Stith and Sheri Quaday of the Harvard School of Public Health take a developmental approach to exploring the impact of violence on a child's receptivity to education and ability to learn. (1995: $10)

____ ***Starting Young: School-Based Health Centers at the Elementary Level*** (Special Report) — provides historical and current info. on school-based health care with additional info. on staffing patterns, funding, and the value of preventive health care to elementary-age children. Produced in collaboration with the National Association of Elementary School Principals. (1995: $10)

____ ***Putting Children First: State-Level Collaboration Between Education and Health*** (Special Report) — describes interventions used in four pilot states (Florida, Maryland, New Mexico and Texas) to promote collaboration between the health and education sectors; provides suggestions to state leaders working to foster similar collaborative relationships. (1995: $10)

____ ***Fetal Alcohol Syndrome: The Impact on Children's Ability to Learn*** (Occasional Paper #10) — examines the root causes and consequences of Fetal Alcohol Syndrome and its impact on a child's ability to learn; describes some innovative programs and suggests recommendations for action; produced in collaboration with the Children of Alcoholics Foundation. (1994: $5)

____ ***Texas' Youth, Texas' Future*** (Special Report) —produced for NHEC by IEL's Center for Demographic Policy, identifies the demographic trends of Texas' children at health and educational risk and provides data to facilitate collaborative planning strategies for the education and health systems. (1993: $12)

____ ***Florida's Youth, Florida's Future*** (Special Report) — produced for NHEC by IEL's Center for Demographic Policy, identifies the demographic trends of Florida's children at health and educational risk and provides data to facilitate collaborative planning strategies for the education and health systems. (1993: $12)

____ ***School Nursing: Trends for the Future*** (Occasional Paper #9) — Carole Passarelli of the Yale School of Nursing highlights the increased need for school health nurses — providing recommendations for the best use of these essential professionals; illustrating various settings in which school nurses play an integral role; and describing current progressive school nurse programs. (1993: $5)

____ ***Eat to Learn, Learn to Eat: The Link Between Nutrition and Learning in Children*** (Special Report/Occasional Paper #7) — provides an overview of the link between nutrition and learning in children; describes the successes and limitations of public and private child nutrition programs; suggests action steps improve children's nutritional status; produced in collaboration with the American School Food Service Association. (1993: $10)

____ ***Children's Mental Health and Their Ability to Learn*** (Occasional Paper #8) — written by the National Mental Health Association, examines the current status of children's mental health and its impact on children's ability to learn; includes info. on services available to address needs and suggests policy and action steps to improve the provision, availability and accessibility of these services. (1993: $5)

____ ***The Poisoning of America's Children: Lead Exposure, Children's Brains and the Ability to Learn*** (Occasional Paper #6) — Dr. Herbert Needleman of the University of Pittsburgh provides a comprehensive overview of lead poisoning, presenting research that demonstrates the long and short-term effects of low level lead exposure on children's intellectual ability and social adjustment. (1992: $5)

____ ***Health/Education Collaboration: Insights Into Six Field Activities*** (Occasional Paper #5) — describes five NHEC-sponsored community initiatives and analyzes implications for future activities. (1992: $5)

____ ***Bridging the Gap: An Education Primer for Health Professionals/A Health Care Primer for Education Professionals*** (Special Report) — this two-part primer describes the health and education systems and how professionals from both fields can work collaboratively. (1992: $12)

____ ***At Risk Does Not Mean Doomed*** (Occasional Paper #4) — Craig T. Ramey and Sharon L. Ramey, Co-Directors of the Civitan International Research Center of the University of Alabama at Birmingham, analyze the results of their research in early intervention programs for children. The research not only shows that these programs can significantly improve school readiness, but moreover demonstrates that certain types of children are in greater need of early intervention. (1992: $5)

____ ***Creating Sound Minds and Bodies: Health and Education Working Together*** (Special Report) — examines health/education policy environments and suggests collaboration at the federal, state and local levels; catalogues ongoing activities and provides an annotated bibliography of resources. (1992: $10)

____ ***Cocaine-Exposed Children: A Growing Health/Education Issue*** (Occasional Paper #3) — provides an overview of how cocaine and general drug use during pregnancy affect the health and ultimate learning potential of infants; offers action steps to help prevent the problems associated with drug exposure during pregnancy. (1992: $5)

____ ***"Help Me Learn, Help Me Grow"/"Ayudame A Aprender, Ayudame A Crecer"*** (Project Materials) — a bilingual, multi-media, parent awareness project. Materials are designed to be administered by professionals to help educate parents on the link between their child's health and education. (Starter Set — 1 video (Spanish, English), 40 posters/primers (Spanish, English, or mixed), 20 magnet/notepad sets, 1 community action guide — $28 — *note: circle desired language of materials*) **Items are also sold individually.**

____ English starter set (English video)
____ # English posters
____ # Spanish posters

____ Spanish starter set (Spanish video)
____ # English posters
____ # Spanish posters

- A list of publications produced prior to 1992 can be obtained by contacting the NHEC offices.
- Bulk rate discounts of 50% off are available for orders of 50 or more of a given publication.
- To avoid shipping and handling charges, please include a check with this order form.
- Shipping and Handling charges = $2 for first item, plus $1 for each additional item, up to total $5.
- ***Checks or money orders should be made payable to IEL.***

Please send completed form and payment to:

National Health & Education Consortium
c/o The Institute for Educational Leadership
1001 Connecticut Ave. NW, Suite 310
Washington, DC 20036
(202) 822-8405, fax (202) 872-4050

(Make one) Order sent to / ship to P.O. Box

Name _____

Title _____

Organization _____

Address _____

City, State, Zip _____

Phone (_____) _____

Please copy and mail or fax this form

BEST COPY AVAILABLE

Ongoing support for the
National Health & Education Consortium is provided by
THE PRUDENTIAL FOUNDATION

National Health & Education Consortium
Institute for Educational Leadership
1001 Connecticut Avenue, N.W., Suite 310
Washington, D.C. 20036
Phone (202) 822-8405
Fax (202) 872-4050
nhec@iel.org

$15.00
1996